LIFE

'THAT BOOK ABOUT ME'—CURLEY SPEAKS UP ON 'THE LAST HURRAH'

SEGREGATION, PART II: THE COMING OF JIM CROW



SIOBHAN McKENNA IN 'SAINT JOAN'

20 CENTS

SEPTEMBER 10, 1956

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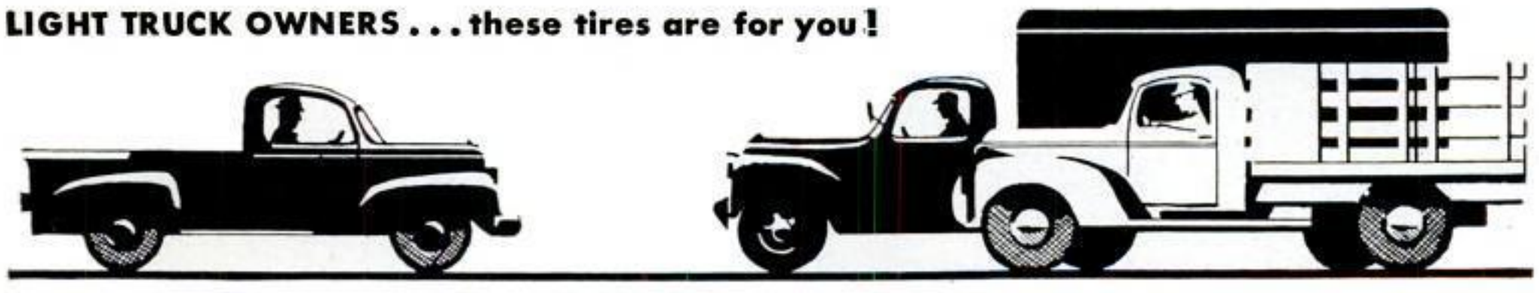
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Vol. 41, No. 11

LIFE

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September 10, 1956

The construction boom 23

Across the continent huge machines, millions of men and billions of dollars were joined in accomplishing the most spectacular series of big jobs the world has ever seen.



TRACTOR MOVES HOUSE

A Joan of Arc from Ireland 59

Bringing her much acclaimed interpretation of St. Joan to the U.S., Ireland's Siobhan McKenna illustrates, in dramatic pictures, how she makes each scene come vividly to life.



SIOBHAN AS JOAN

Spare-time scientists 143

Conscientiously studying sparrows, sharks, snails and other aspects of nature, an energetic breed of amateur naturalists has made major contributions to science.



AMATEUR BOTANIST

Last word on "Last Hurrah" 120

In a remarkable review of the best-seller, "The Last Hurrah," Boston's old boss, James Curley, relishes comparisons between its hero and himself and adds new material of his own.



BOSS JIM CURLEY

Aftermath of Emancipation 96

The second in LIFE's series on "The Background of Segregation" tells of the Negro after Emancipation—the Reconstruction, coming of Jim Crow, "separate but equal" doctrine.



FRIGHTENED NEGRO

IN NEXT WEEK'S LIFE: PART III
BACKGROUND OF SEGREGATION
WHAT THE WHITE SOUTH SAYS

COVER

Irish Actress Siobhan McKenna appears in title role of Shaw's "St. Joan" (see pp. 59–64). In Philippe Halsman's cover portrait she stands against a 16th Century tapestry wearing a helmet from the Metropolitan Museum of Art which legend says was worn by Joan herself

THE WEEK'S EVENTS

Peak year for big jobs: a $33 billion investment is reshaping the continent 23
A Look at the World's Week 35
Aftermath of an acid attack leads police to a gangster celebrity 43
Stevenson and Kefauver get a fast start on the campaign trail 44
An outsider makes trouble for a Tennessee school 46

EDITORIAL

What to do about our schools 30

PICTORIAL ESSAYS

"The Background of Segregation," Part II. In the second of its new series LIFE shows how the American Negro, freed from slavery, was kept from equality by violence and law 96
An eminent company of amateur naturalists adds to man's store of knowledge 143

ARTICLE

Curley's hurrah for Curley: oldtime Boston boss tells how "That book about me"—"The Last Hurrah"—failed to do him justice. By James Michael Curley 120

MODERN LIVING

Short shorts for girls become a permanent part of the U.S. scene 49
A San Diego hotel runs its new elevator up the outside wall for a view 93

THEATER

Siobhan McKenna brings to U.S. her inspired portrayal of Shaw's St. Joan 59
At Stratford on the Housatonic, Shakespeareans shine in a mirthful "Measure for Measure" 161

SPORTS

The case of the suspected spitter which Milwaukee's Lew Burdette is accused of pitching 67

ART

A sculptress turns her torch to repairing machines 75

MOVIES

"The Best Things in Life Are Free" brings back jazz age memories 79

MILITARY AFFAIRS

A general thins his ranks of soldiers too fat to fight 87

FASHION

Backless dresses give a new low-down look at night 155

PARTY

A three-time beauty queen has a festive wedding in New Orleans 169

OTHER DEPARTMENTS

Speaking of Pictures: a litter of letters for a lens 16
Letters to the Editors 10
Miscellany: thumb up at sunup 172

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128—INT.
130—A.P.
135—INT.
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VOLUME 41
NUMBER 11

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What the umpire said to me

BY YOGI BERRA



Berra: Excuse me for taking issue with you, Mr. Gulbransen. I do not mean to be rude. By an accident of the rules of the game I happen to be in a somewhat better position to see the pitch than you are. That's how I know it was *not* a ball. It was clearly and unmistakably and beyond any shadow of a doubt a strike.

Gulbransen: It was a ball.



Berra: It was a STRIKE.

Gulbransen: Mr. Berra, have you forgotten my valuable suggestion about what to do with your World Series money – if any? I said no sensible man depends on just just his job for all his income if he can help it. I said see a Member Firm of the New York Stock Exchange for advice. It was a ball, Mr. Berra.



Berra: It was a strike, Mr. Gulbransen. But go on.

Gulbransen: I told you they help people invest wisely in stocks or bonds to get an income from several different companies. I said all stocks don't necessarily pay dividends and the price can go down as well as up, but nine out of ten stocks on the New York Stock Exchange paid dividends last year. It was a ball.



Berra: Mr. Gulbransen, it was a strike. But continue, please.

Gulbransen: Furthermore, I said that once a man has something put by for emergencies he may be ready to become an owner of his share of American business. If he invests wisely his investment can grow in value over the years. The pitch was a ball, Mr. Berra.



Berra: I must say it had the appearance of a strike, Mr. Gulbransen. But how do I proceed?

Gulbransen: Always get the facts, Mr. Berra. Drop in on any Member Firm of the New York Stock Exchange for good information and advice. And above everything, get this superb little booklet called "DIVIDENDS OVER THE YEARS." Now Mr. Berra, was it a ball?



Berra: I accept your decision, Sir. What's in that book?

Gulbransen: Pages and pages of stocks that have paid dividends every year from 25 to 108 years. Showing those that have paid steadily higher dividends over the last 10 years. Those yielding 5% to 6% at recent prices. And much more. I'd give you my copy but I need it. Shall we play ball?

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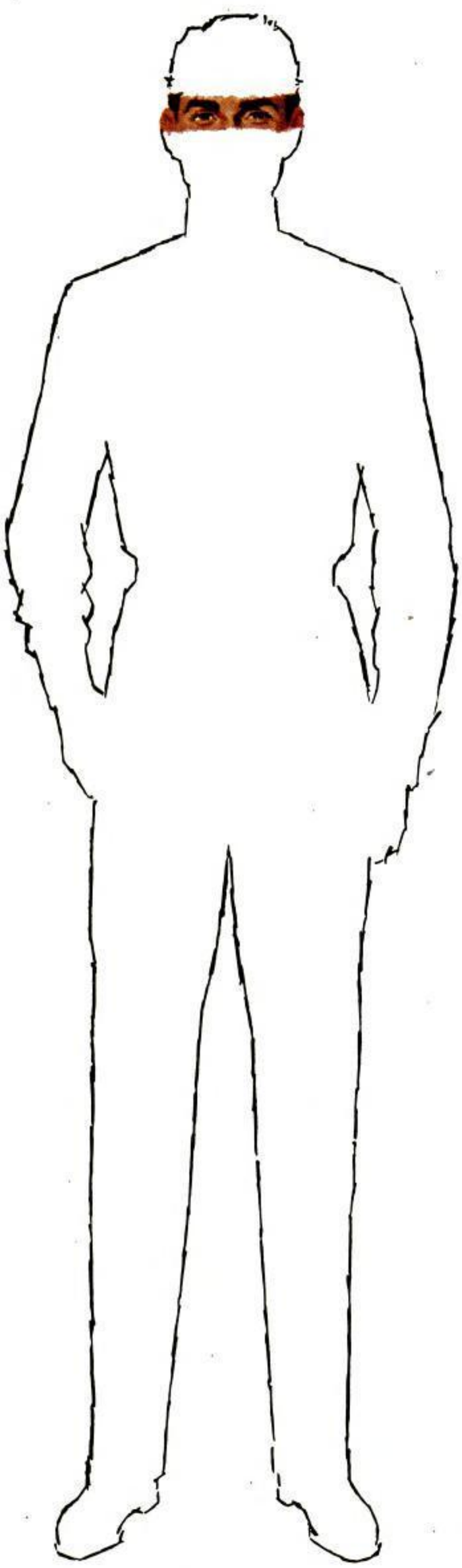
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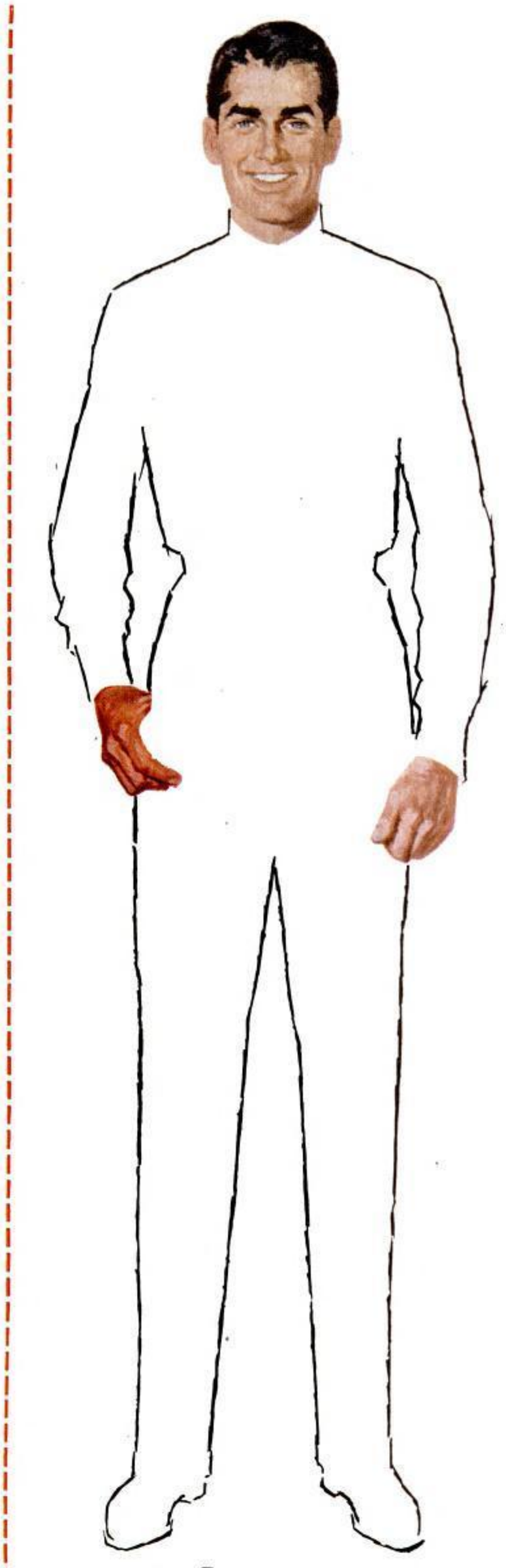
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your eyes tell
people a lot
about you-



so does your
face-your hands:
they're all of <u>you</u>
that people see-



the other 90%
of what they see
is what you wear-

Dress Right - you

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yes, every minute
of every hour
of every day-



what you wear
never stops talking
about you

How to **Dress Right** for every occasion

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It's never too early to start. *Dressing right is a knack. It's a habit. You don't have to be a "sharpie" or a "dude"; you don't have to dress UP. Learn what looks best on* you. *The style of a collar. The cut of a coat. The kind of a hat. Ask the salesman in any store that displays the Dress Right emblem for advice about* you. *He'll have a lot of helpful hints. If he suggests something new, don't be afraid to* try it!



Always, all ways, be neat. Keep the shine on your shoes and not on your pants. Make sure your clothes hang right—keep the slack out of your slacks! A good-looking belt or a pair of suspenders that go well with the rest of your outfit can do wonders for your whole appearance by making your trousers look the way their manufacturer intended them to. And while *you* don't see your socks every time you take a step, other people do. A pair of socks that stays up is one of the *neatest* buys you can make.



Speaking of socks, how's the pair you're wearing right now? How do they go with your tie and your suit? A few extra seconds to choose the *right* socks, the *right* tie before you go out...that's time well spent! Little details can make a whale of a difference in what your clothes tell the world about *you*.

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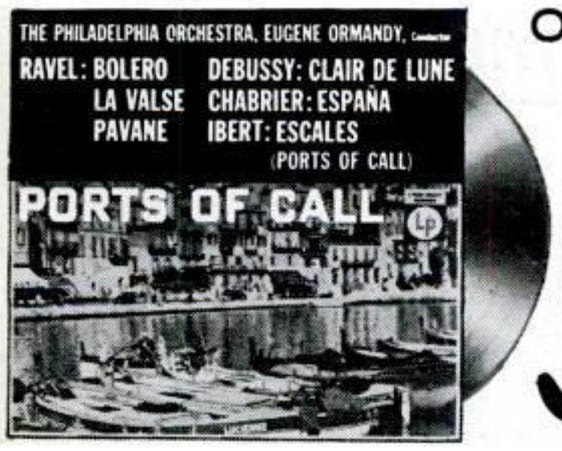


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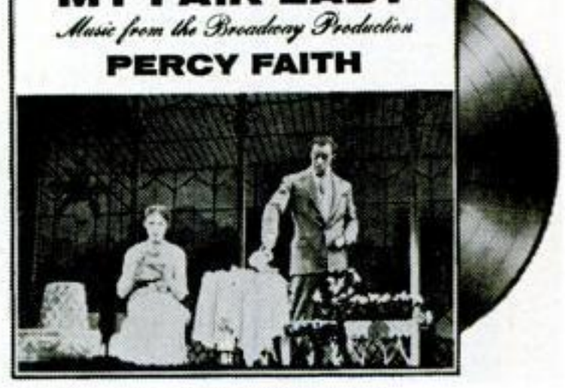
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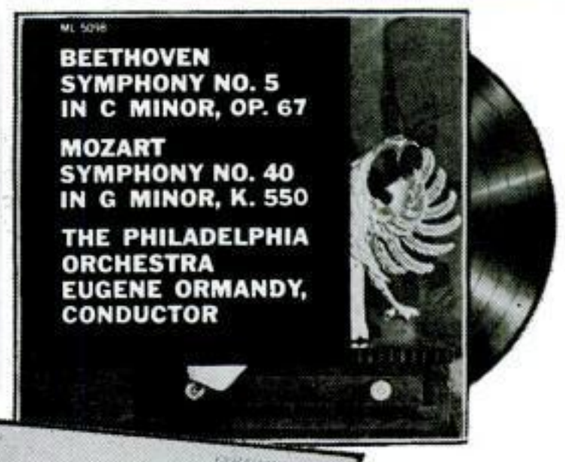




















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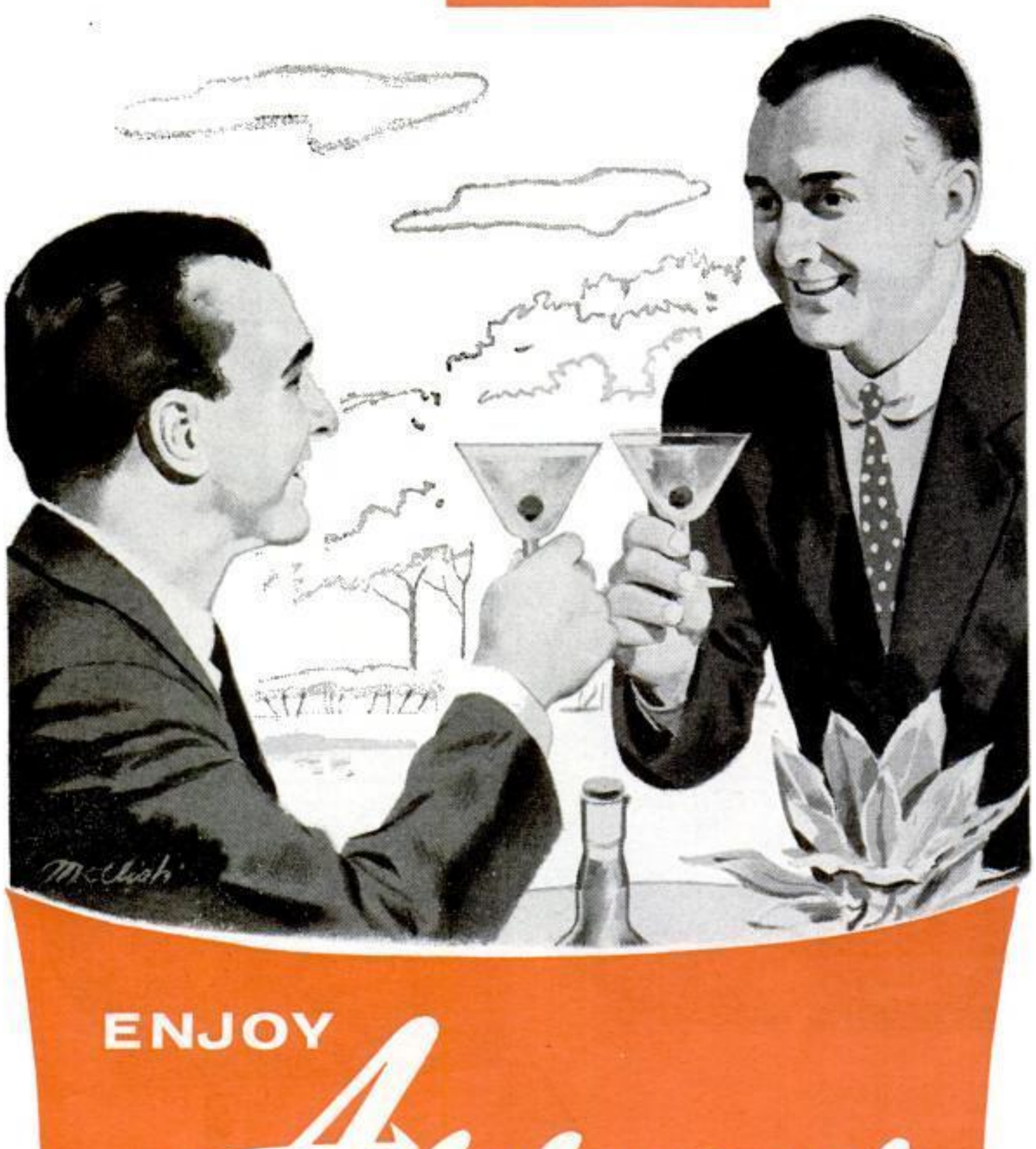
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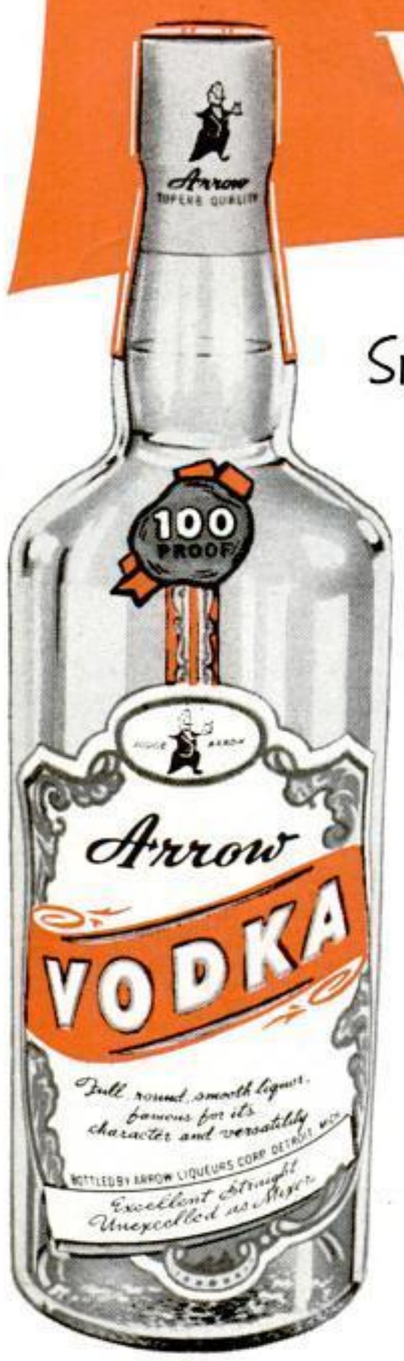
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LETTERS TO THE EDITORS

MINISTERS

Sirs:

Your article "Why Ministers Are Breaking Down" (LIFE, Aug. 20) struck a vibrant cord in our hearts as I read it to my wife.

We fit perfectly into Dr. Shrader's picture of "the minister who accepts the impossible task." Many smaller churches are not able to pay for assistants, nor are the people capable or trained to lighten the strain on their pastors (and the wives!).

Therefore there exists only a slight twinge of "guilt" in our hearts as we are resigning after 37 years in the ministry.

MICHAEL J. SCHULTZ
Lakeland, Fla.

Sirs:

Frequently it is the minister's inexperience or egotism which leads him to call all the signals and do all the ball running himself. Really, it isn't all the minister's job; it's everyone's job seven days a week in church and community. And what an amazing reservoir of talent there is to draw upon in the average American congregation.

THE REV. ALBERT E. JENKINS
Saint Matthias Episcopal Church
Whittier, Calif.

Sirs:

The Reverend Shrader has spoken in behalf of every minister I've ever known. I am a minister's daughter and have met many.

Another article deserves to be written on the behalf of the ministers' wives. The life of a minister's wife carries equally, if not more, mental stress from caring for the home and children; attending church activities including religious services, all women's functions; presiding over many of the latter; acting as companion, secretary, critic, and adviser to her husband, and taking her place as a leader in the community. Logically, it seems to me, all ministers should only marry women having 40 arms and about 80 legs.

BARBARA LAWSON
Washington, D.C.

Sirs:

Is the American clergy going soft? A leader always attempts the impossible. The clergy are human beings, trying to be divines. Let us burn ourselves out that we may light the way. Forget time; our goal is eternity.

THE REV. JOHN S. GRIFFEY
St. Mary's Rectory
Salem, N.H.

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'LIFE'S' COVER

Sirs:

I couldn't help noticing the striking resemblance between Representative Joseph Martin's coiffure at the convention and that of Audrey Hepburn (LIFE Cover, Aug. 20).

If I were Miss Hepburn's hairdresser I'd sue! On the other hand, if I were Miss Hepburn, I'd curl my hair!

MRS. LEN NOVAK
Uhrichsville, Ohio



MARTIN HEPBURN

GRAND ARMY

Sirs:

"Muffled Roll for Grand Army" (LIFE, Aug. 20) was the most inspiring, beautifully written article I have read in any magazine.

Mr. Catton is indeed a talented person and has made me feel proud of being an American and a little lonely and lost for the past. He has captured the true answer to why Americans have lasted and why no conquering nation will ever conquer us.

THERESA DIMITROVICH
Aliquippa, Pa.

Sirs:

My father, the late Colonel Cary Ingram Crockett, wrote his recollections of his childhood in southwest Virginia and Tennessee.

"About 1890 General John D. Imboden of Virginia invited my mother and me to go with him to the battlefield of Chickamauga to attend a great reunion there between the veterans of the northern and southern armies. Perhaps 40,000 or 50,000 were seated at improvised tables and served barbecued meat with bread and lemonade. Beside each veteran was placed a pipe and a bag of tobacco so they could smoke the pipe of peace. I met here the fiery little southern general, John B. Gordon, who had held the Bloody Angle and Spotsylvania Courthouse. I can still remember his indignation and that of General Imboden, when toward the end of the day some of the Union veterans joined in singing *Marching through Georgia*."

LUCY HERNDON CROCKETT
Seven Mile Ford, Va.

Sirs:

While the first official reunion of the United Confederate Veterans and G.A.R. may have been held in 1913, it is a mistake to believe that it was the first time that the Blue and Gray had met and fraternized.

Actually an earlier joint meeting of these men was 25 years earlier at Gettysburg on July 1 to 3, 1888.

My father took me to that reunion and I vividly remember the large gathering of men in both blue and gray uniforms.

On the morning of the 3rd there was to be a dedication of a monument near Round Top. We had to get there by bus, but when my father and I tried to get on, it was so crowded there was not room for both of us.

Two men were sitting in an open

CONTINUED

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SOUND CONDITIONING . . .

. . . the new comfort
for up-to-date homes



HOUSE HUNTERS look and listen for attractive, sound-conditioned ceilings of Armstrong Cushiontone, find them in more and more new homes.

ANY HANDY MAN can quickly cover an old, cracked ceiling with Cushiontone. Stapling gun, hammer and nails, or cement will do the trick.



NOISE DISAPPEARS INTO HANDSOME NEW CUSHIONTONE CEILING. PEACE AND QUIET ARE LEFT.

HOME BUYERS STOP, LOOK, LISTEN

Decorative ceilings come back—with hardly a sound

The biggest house hunt ever is under way. This week, some 25,000 American families will pick new homes, and many of them will choose them with their ears as well as their eyes. "Sound Conditioned with Cushiontone" is a Johnny-come-lately phrase in the real estate ads, but it's catching on like wildfire in these noisy days of modern appliances and larger families of exuberant children.

All across the country, as buyers go the rounds of the new houses, ears are cocked for the unaccustomed sound of quietness. When it's found, eyes turn upward, looking for the pleasant pattern of perforations that identifies Armstrong Full-Random* Cushiontone, a remarkable new material that gives decorative importance to ceilings and kills 80% of the household noise that strikes it.

Builders are on the ball. They're putting this ceiling not only in kitchens and family rooms, but all through the house. And do-it-yourselfers have found Cushiontone, too — at the local lumber dealer's, who charges a handy man only about $25 for enough material to do a 10′ x 12′ ceiling area.

Almost forgotten, decoratively speaking, for more than a century, the ceiling is making a big comeback —and all because American noise is finally becoming too much for American ears.

*TRADE-MARK

Armstrong CEILINGS

including Cushiontone® and Temlok® Tile . . . to quiet and beautify your home



IT'S QUIET IN HERE—and in the rest of the house, too—in spite of the bedlam that's obviously going on. Handsome sound-conditioning ceilings of Cushiontone are busy absorbing the noise. This unusual new material can be repainted whenever desired and still soak up just as much sound. It's crack-proof, too, which puts an end to a perennial ceiling problem.



Free booklet tells how to put up Cushiontone yourself, quickly and easily. Write for "Quiet Your Home." Armstrong Cork Co., 5609 York Drive, Lancaster, Pa.

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scuffs go...shoes glow...

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Watch "CAESAR'S HOUR" - NBC TELEVISION - Saturday Nights 9:00-10:00 P.M. E.S.T.

LETTERS TO THE EDITORS

CONTINUED

carriage behind and the one in gray said, "Let that boy ride with us."

So it happened that the 11-year-old rode to the dedication sitting between Generals Dan Sickles in blue and Longstreet in Confederate gray.

E. DONALD TOLLES
Sarasota, Fla.

REPORTERS TO CHINA

Sirs:

"Let's Get the News in Red China" (LIFE, Aug. 20) shows how foolish newsmen can be. Don't you realize that John Foster Dulles would be the first one you would call upon if anything happened to you?

We all know that prisoners are being held against their will, and even if you did return unharmed, you might unwittingly praise those who are working havoc and destruction all over the world.

MRS. JAMES M. DASCHBACH
Winchester, Mass.

Sirs:

The action of the Department of State in refusing to validate the passports of U.S. correspondents invited to Communist China is foolish. We need to know all we can about that country and should not be forced to rely solely on propaganda handouts or on the stories sent out by British, French, Indian or other travelers.

L. CARRINGTON GOODRICH
Professor of Chinese
Columbia University
New York, N.Y.

THE DOLDRUMS

Sirs:

Jean Shepherd ("Don't Let the Doldrums Fool You," LIFE, Aug. 20) has probably learned to his sorrow how very right he was about the "day people" persecuting the "night people."

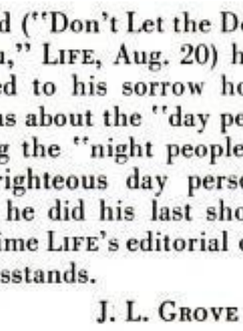
An official, righteous day person fired him—and he did his last show just about the time LIFE's editorial on him hit the newsstands.

J. L. GROVE
Hershey, Pa.

● Shepherd was fired after delivering a commercial for a soap. One hitch was that neither the maker of the soap nor the station had authorized the commercial. Now the station has rehired Shepherd for a new evening show with the soapmaker as one of his sponsors.—ED.

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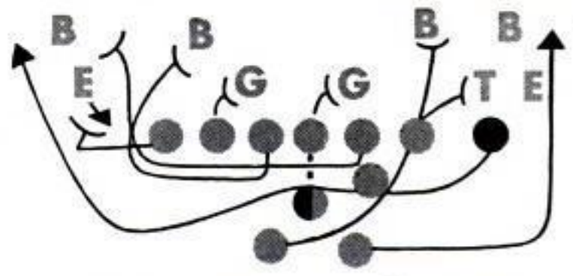
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Otis Jones and his home in Zirconia, N. C.



Dear Compton's:

Five years ago my parents purchased COMPTON'S for me. At the time I felt they could not afford this expense – and I think they had some doubts as to whether I would use the books. The fact that Mr. Bagwell, a Compton representative, convinced them that I needed COMPTON'S is responsible for my winning a $6,000 scholarship to a college of my choice offered by the Johnson Motor Lines of Charlotte, North Carolina, in connection with the National Merit Scholarship Awards.

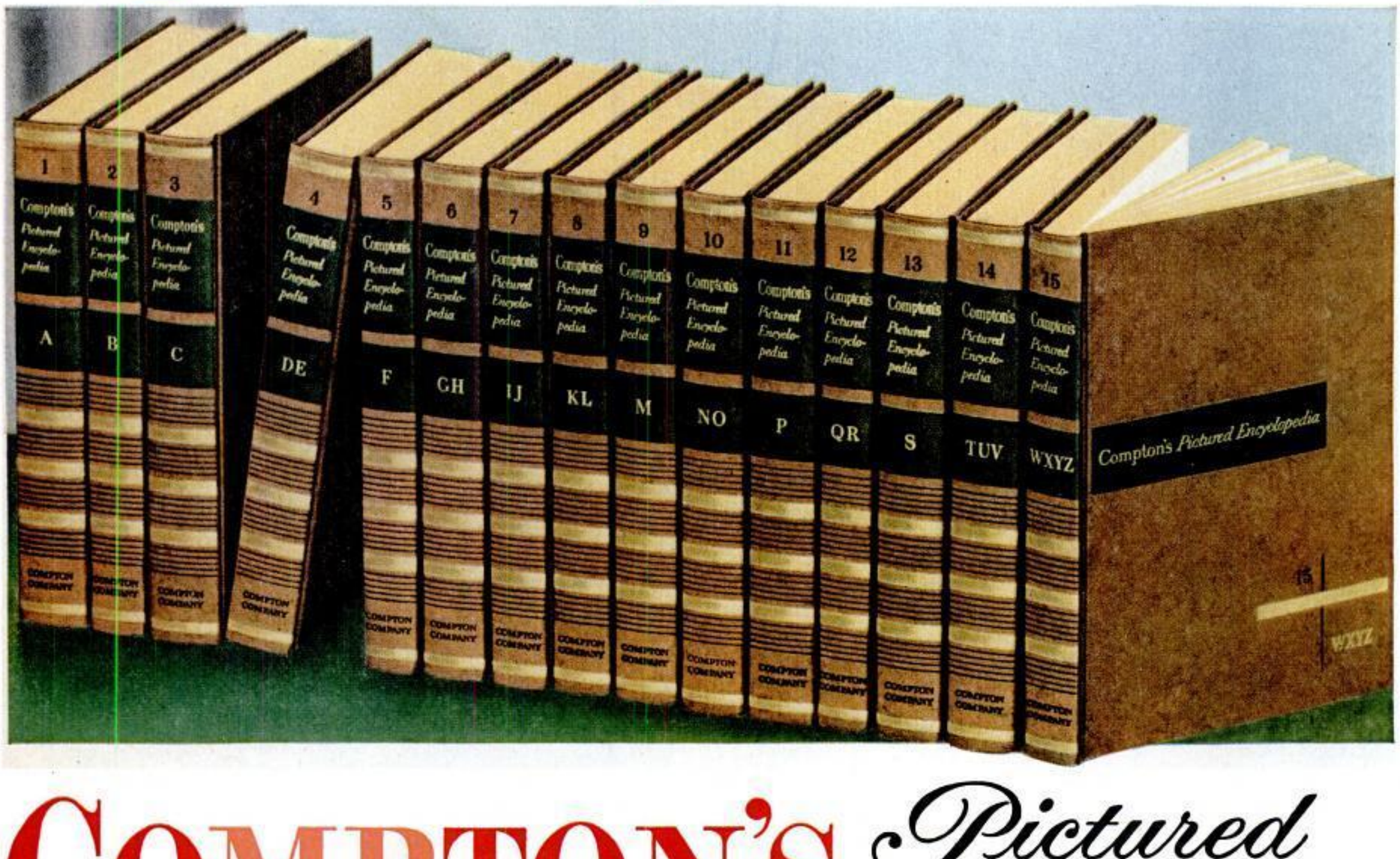
Had it not been for COMPTON'S it is entirely possible that my education would have ended with graduation from high school. I appreciate with all my heart that COMPTON'S can be had on such easy terms and that my parents were willing to do without other things in order to help me with my education. I am entering the University of North Carolina this fall and COMPTON'S will go right along with me.

Sincerely yours,

Otis Jones

ZIRCONIA, NORTH CAROLINA

First in Quality FOR YOUNG FOLKS OF ALL AGES — PRE-SCHOOL THROUGH HIGH SCHOOL



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Get them a set of COMPTON'S. Its reasonable cost is nothing compared to what it may mean to them and to their future.

The young folks in your home deserve every advantage you can give them. And you can give them the priceless advantage of COMPTON'S for only $6 a month! This is the time to put this wonderful educational tool into your child's life—right at the start of the school year. And if you do, perhaps from *your* home will sometime come a letter like the one sent to us by Otis Jones. For more complete information, write Dept. E at address below.

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F. E. Compton & Company, Compton Building, Chicago 10, Illinois

OFFICIALLY APPROVED *by the Educational Department of Every State and City in the Union Issuing Approval*



MAHLON H. BAGWELL

F. E. Compton & Co.
1000 No. Dearborn St.
Chicago 10, Ill.

Attention: Mr. Ray M. Johnson, Vice President

Dear Ray:

As you know, after having taught school for years, I became an educational representative for COMPTON'S. In July of 1952 I placed a set in the home of Mr. and Mrs. John I. Jones of Zirconia, N. C. Their son Otis had just finished the 7th grade; was "marking time" until old enough to join the Marine Corps. These wonderful books opened new horizons for this boy. And now he has won a $6,000 scholarship!

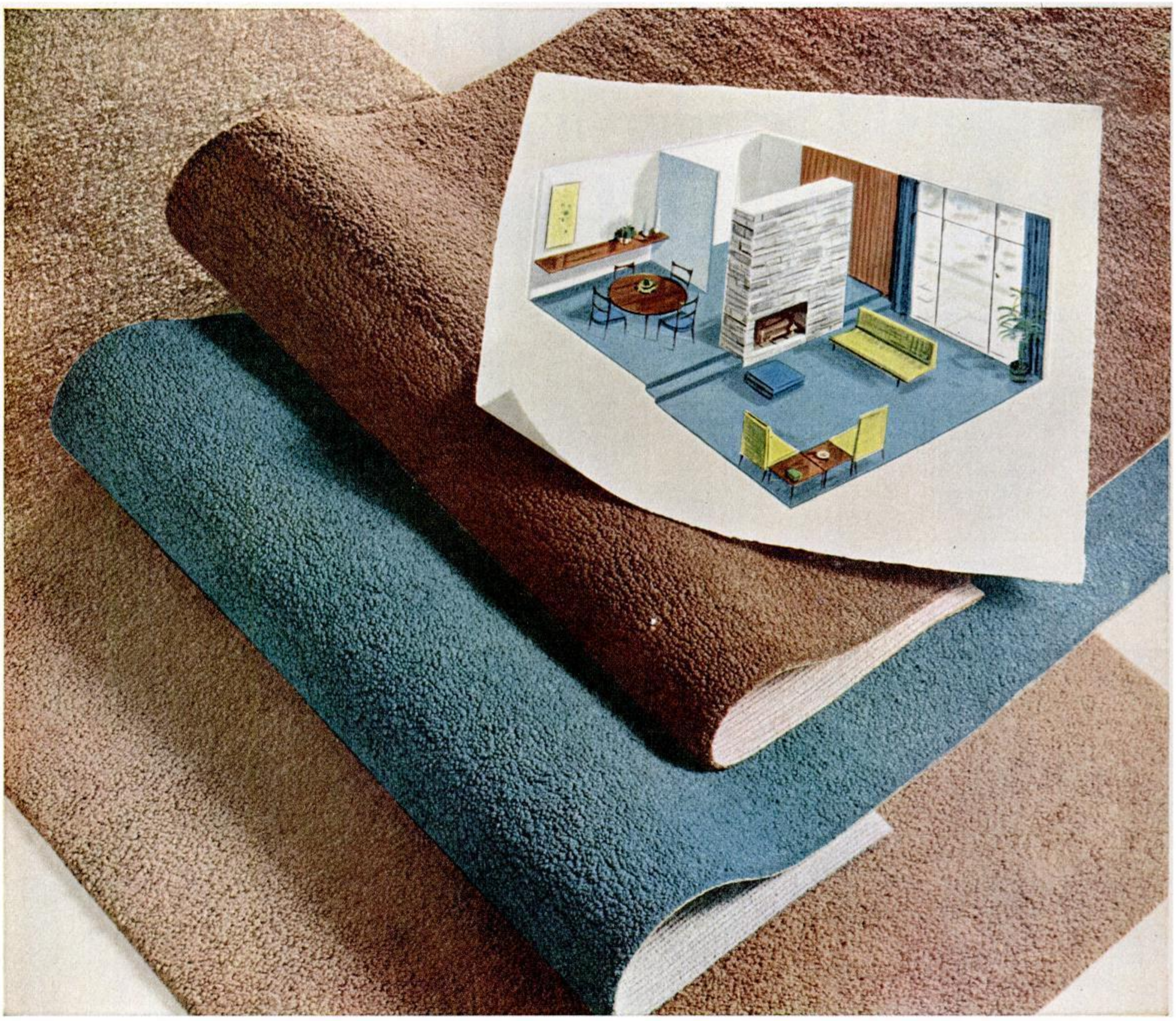
Shortly after Otis' picture appeared in Life Magazine along with Carl Sandburg (in connection with his winning this scholarship) I called on Otis and his family. Otis assured me it would not have been possible to win had not COMPTON'S "been at my finger tips every day." His father said that purchasing COMPTON'S is *by far the best investment he ever made.*

Sincerely yours,
MAHLON H. BAGWELL

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Beauty and elegance come into your home the minute you carpet it with Bigelow's Harbor Island.

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And what practical carpeting Harbor Island is. Made of sturdy Viscalon carpet rayon, it's a Bigelow Loktuft®... which means that every tuft is locked in ... for long, and lovely wear.

Your home means more with carpet on the floor... especially if it's a Bigelow. Enjoy yours soon—the Bigelow way—while you pay for it.

***Easy monthly payments!** Your Bigelow retailer will arrange low monthly terms, often without down payment. When you pay by the month, enough Harbor Island to cover 3 average-size rooms from wall-to-wall costs only about $2.95 a week. Other Bigelow carpets and rugs on easy terms, too.

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Browse comfortably through the fabulous Bigelow carpet collection. The Bigelow Sample-Bar brings you an enchanting array of colors, patterns, prices.

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Muriel cigars! I'm bubbling over about how good they taste. The mellow-mild happy cigar. Make MURIEL CIGARS the light of your day!



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"THEY BEGGED ME NOT TO DO IT!"

Mrs. J. S., Rydal, Pennsylvania

"I didn't want to be a middle-aged glamour girl or anything like that. But my gray hair looked so dull and unattractive . . . I didn't know *what* to do! I was actually on the verge of *dyeing* my gray hair, but my family begged me not to do it.

"One of my friends who has lovely gray hair told me to try Silver Curl . . . the home permanent that's *custom-made* for gray and white hair. And what a wonderful difference it's made!

"I've discovered that my gray hair *can* be attractive. Silver Curl gives me the softest, most *manageable* waves ever. And am I *glad* I didn't dye my gray hair!"

EASY TO DO! Even if you've never had a home permanent, you can have a Silver Curl with ease. Silver Curl is *self-neutralizing* . . . no extra steps. You just apply waving lotion—wind up curls—rinse and let dry. That's all!

GOOD NEWS! Silver Curl by Toni now has Fresh Air Waving Lotion . . . odor-free as a wave can be! And it gives a *longer-lasting* wave than any other home permanent!

® Silver Curl

LETTERS TO THE EDITORS

CONTINUED

MT. McKINLEY

Sirs:

"The Camera Eye *vs.* Dr. Cook" (LIFE, Aug. 20) was very unjust. It did not give the true facts on the Cook-Peary polar enigma and the relationship to Mt. McKinley which has puzzled the world for almost 50 years. The article is slanted to Mr. Washburn's point of view as evidenced by the following:

It presents a pictorial confusion. A comparison of Dr. Cook's summit with those of his detractors reveals that they are very different. Bradford Washburn's, supposedly taken 19¼ miles from the summit, does not resemble even Cook's.

Therefore a decision based on this photographic evidence is *not conclusive*. And the photographs on page 88 do not tell the whole story. Dr. Cook later edited the captions of those pictures in his book *To the Top of the Continent*. "Spur of Mt. McKinley" in Harper's magazine was captioned in the book, "In the Solitude of the Cloud World."

Your story *misquotes* Cook. He did not claim to see the St. Elias glaciers when at the top.

It avoids indisputable facts mentioned in the book: Cook stated that the south peak was the higher and two miles from the north peak; also that others who followed Cook's footsteps to the summit at the higher altitude level confirmed Dr. Cook's description of that area.

It ignores the statements made by the Gonnason expedition who are the only ones since Dr. Cook to set foot on the area from 8,000 feet to 11,500 feet from Ruth Glacier.

Dr. Cook did not suddenly vanish in the midst of the McKinley controversy in 1907 as stated by LIFE in its article.

There was no controversy until September 1909 when both Cook and Peary claimed to be the first at the North Pole. In 1907 Dr. Cook was universally accepted as the first to set foot on the top of McKinley.

Cook lectured to five million on his expeditions in pleading for a fair and impersonal hearing. It is significant that despite opposition to block the congressional investigation, important data crediting his claims to the detriment of Peary's were introduced and incorporated into the Congressional Records, 1914–16.

Dr. Cook's narrative *My Attainment of the Pole* has stood the test of time while Peary's does not bear the strong searchlight of investigation.

HELEN COOK VETTER

Buffalo, N.Y.

● Mrs. Vetter, who is Dr. Cook's daughter, is correct in saying that her father did not claim to have seen the St. Elias glaciers. He said he saw "ice blink caused by the extensive glacial sheets north of the St. Elias group." But even in perfect weather Washburn could see none from the summit. Controversy over the McKinley climb actually started soon after Dr. Cook made his claim. The other points raised by Mrs. Vetter do not affect the evidence. As for the photographic similarity, LIFE lets its pictures speak for themselves.—ED.

a thought...



a call...



a chat...





and you'll both feel better

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SPEAKING OF PICTURES

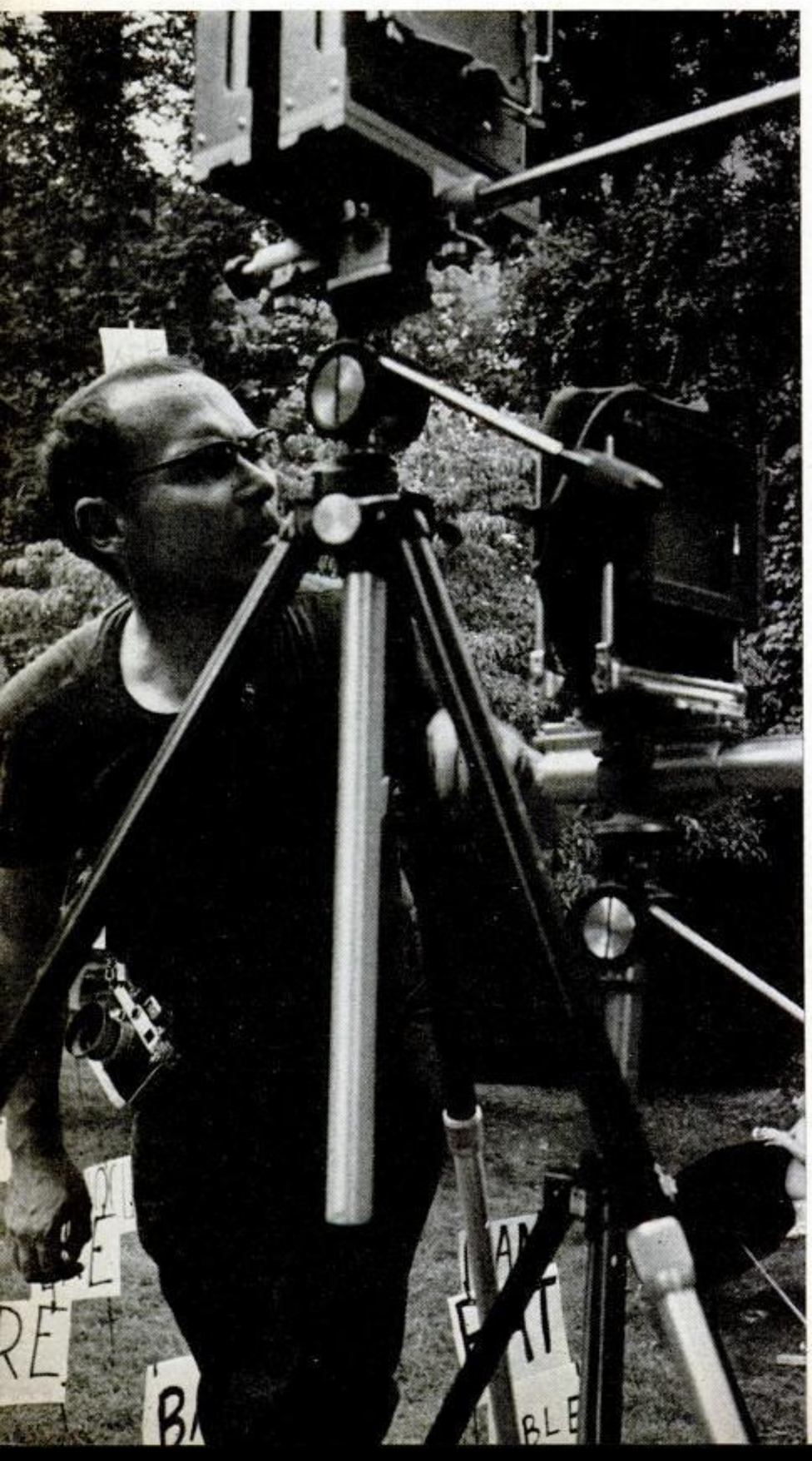
Litter of Letters for Lens

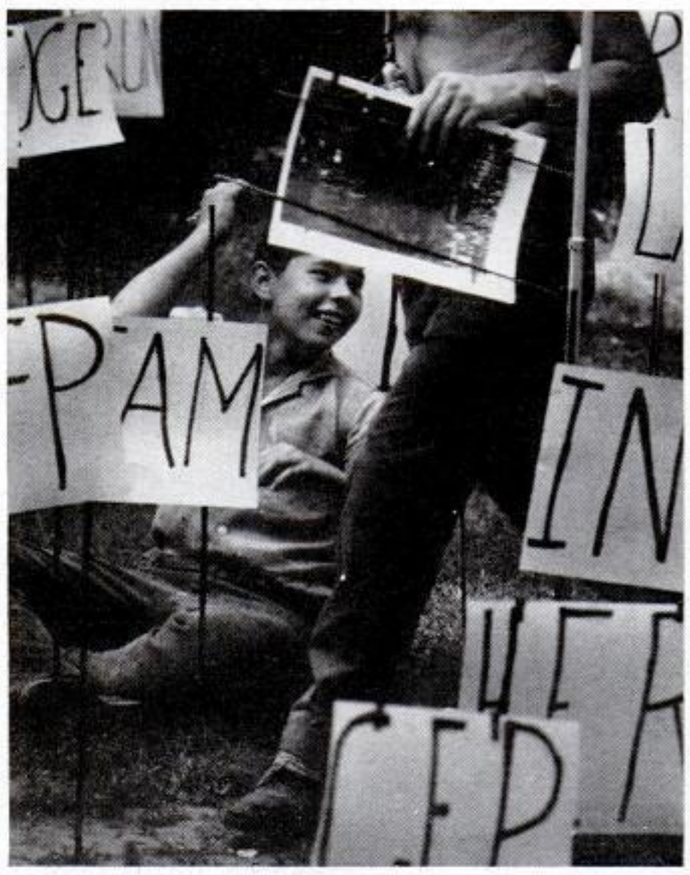
NEW EQUIPMENT GETS STRANGE WORD TEST

Like almost all photographers, Gene Smith tries to be free from worry about the mechanics of picture-taking when he is on a job. He wants to be able to concentrate on interpretation during the vital moments of photographing. But Gene Smith goes to greater lengths than most of his colleagues to give himself this creative freedom. Recently he was assigned to do some color pictures that would take in a large area and would require sharpness of detail at all points of width, depth and height. He conceived an elaborate test of the new lenses he would use on the job. Smith asked his children to help by lettering the backs of old photographs, which he clustered in the backyard. Then he tested focus on his children's oddly worded posters scattered over a 100° angle, taking three days to learn what his lenses could do.



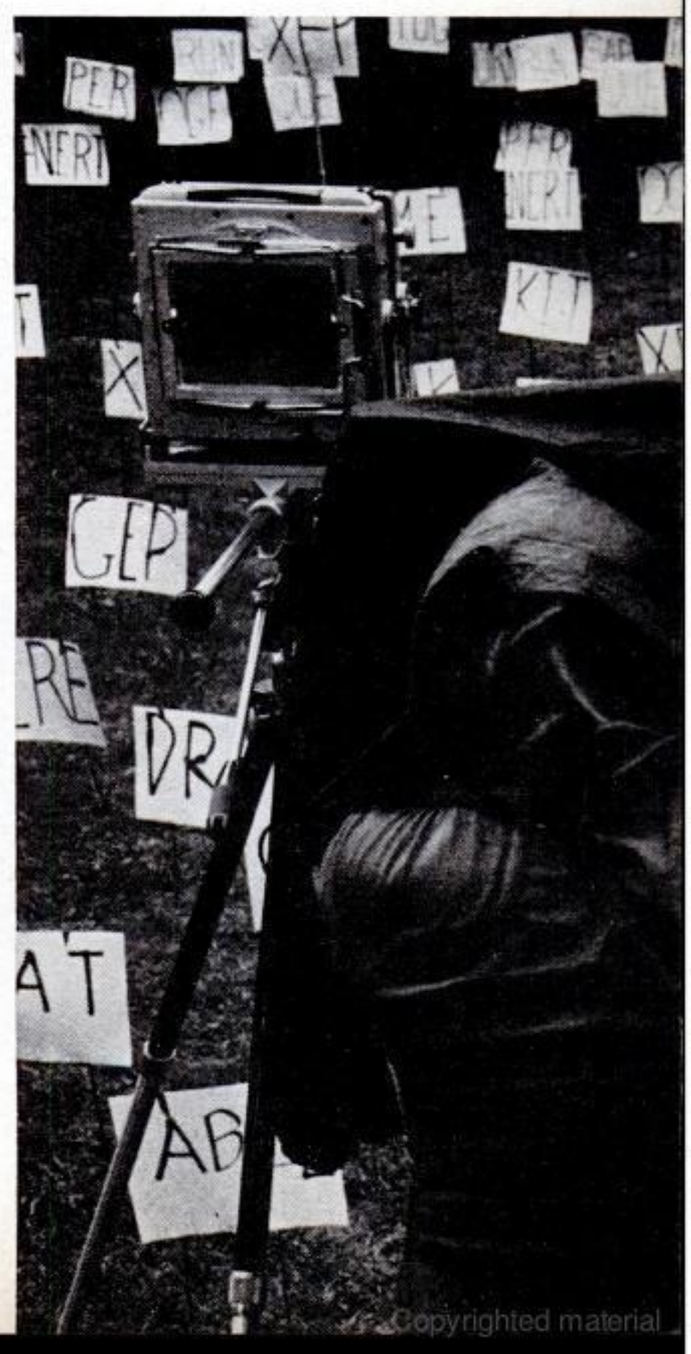
PERCHED ON KITCHEN LADDER, GENE SMITH CONDUCTS HIS BACKYARD PHOTOGRAPHIC EXPERIMENT





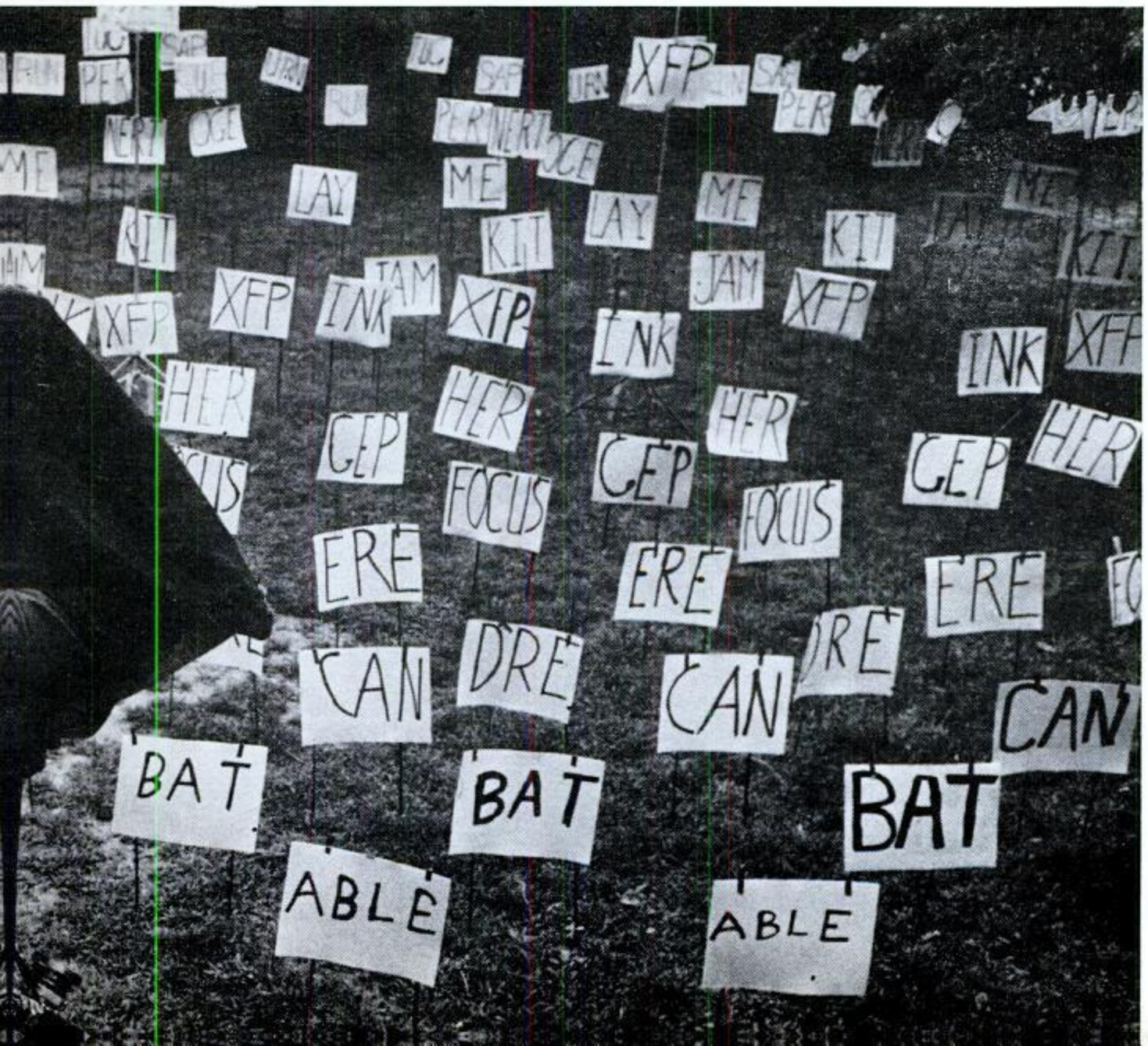
POSTING PHOTOS with lettered backs, assistant and Smith's son Patrick (*seated*) prepare test.

← **CHECKING SETTING,** Smith adjusts the shutter speed of the bellowed Sinar view camera at right.



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BY FOCUSING ON LETTERS PLACED AT DIFFERENT RANGES AND HEIGHTS, UMBRELLA ON THE LONG TRIPOD AT LEFT SHIELDS THE CAMERA FROM THE SUN



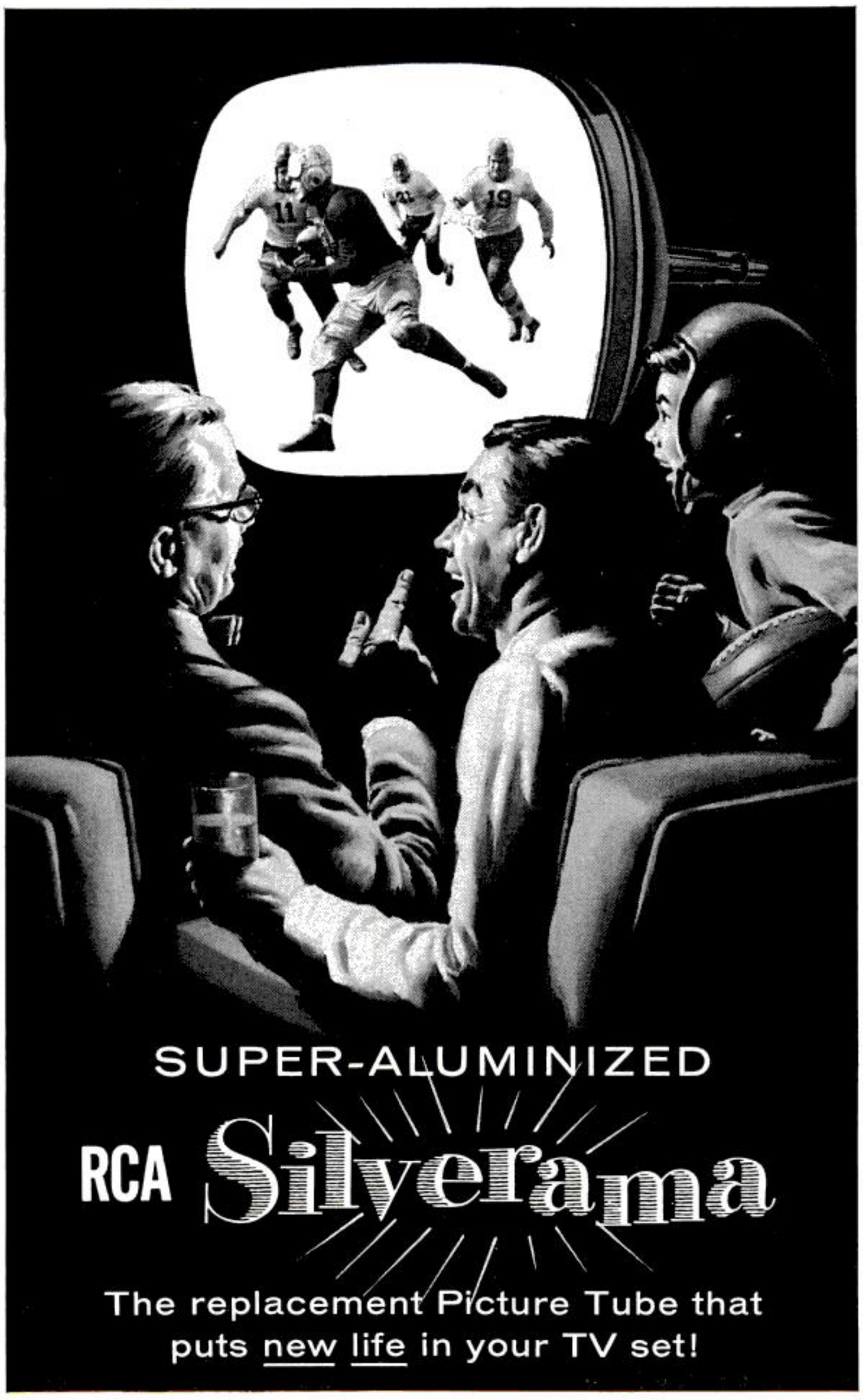


THIRSTY HELPER Shana Smith, 3, takes drink after working with brother and sister on lettering.

←**SEA OF SIGNS** faces Smith as he stands under hood to see how many letters he can get in focus.

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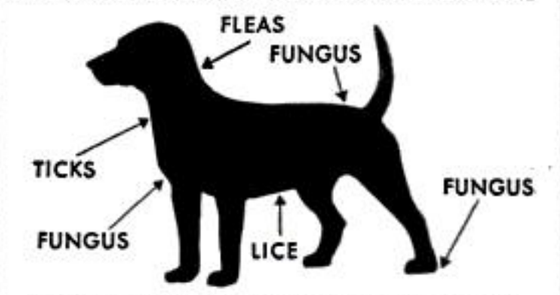
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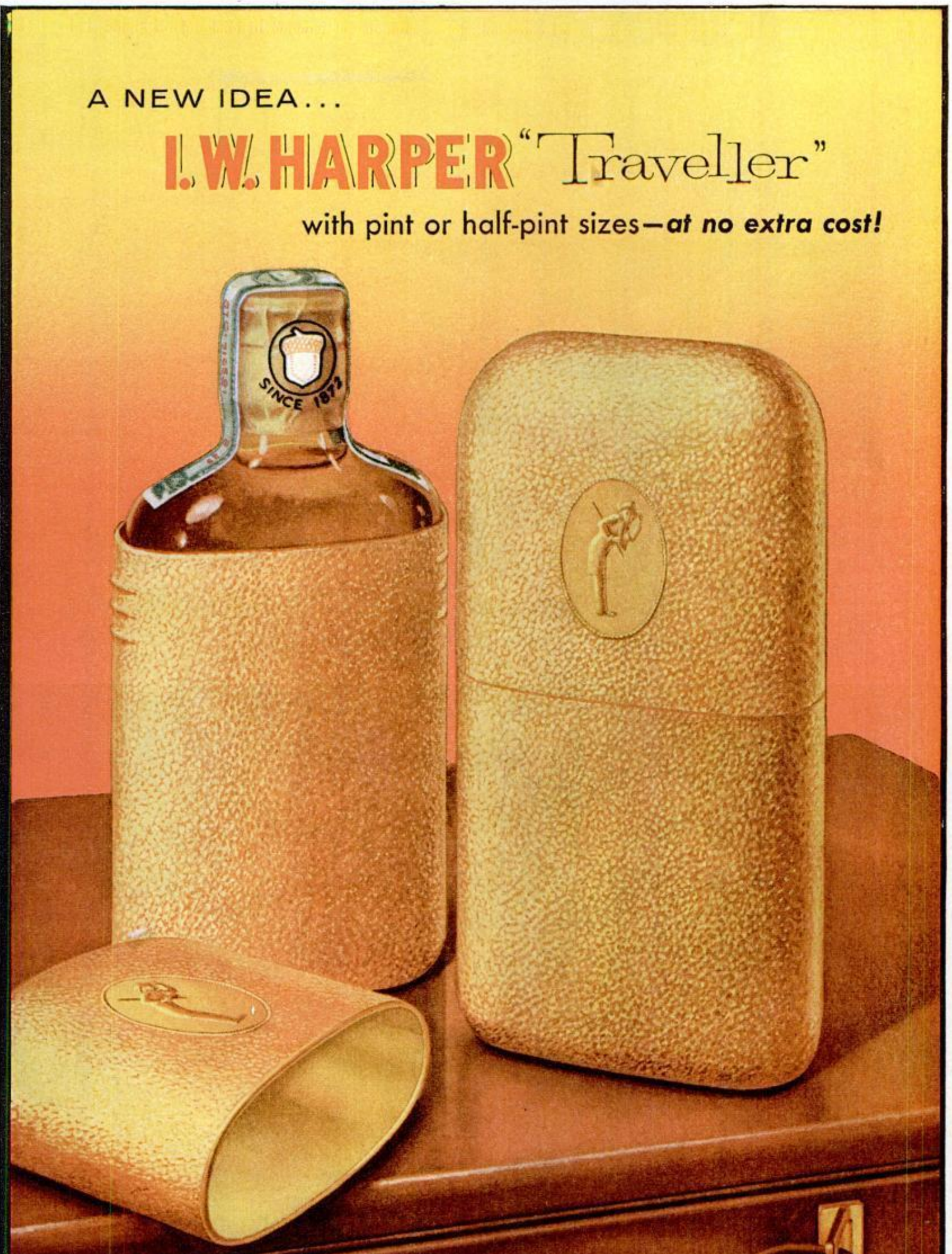
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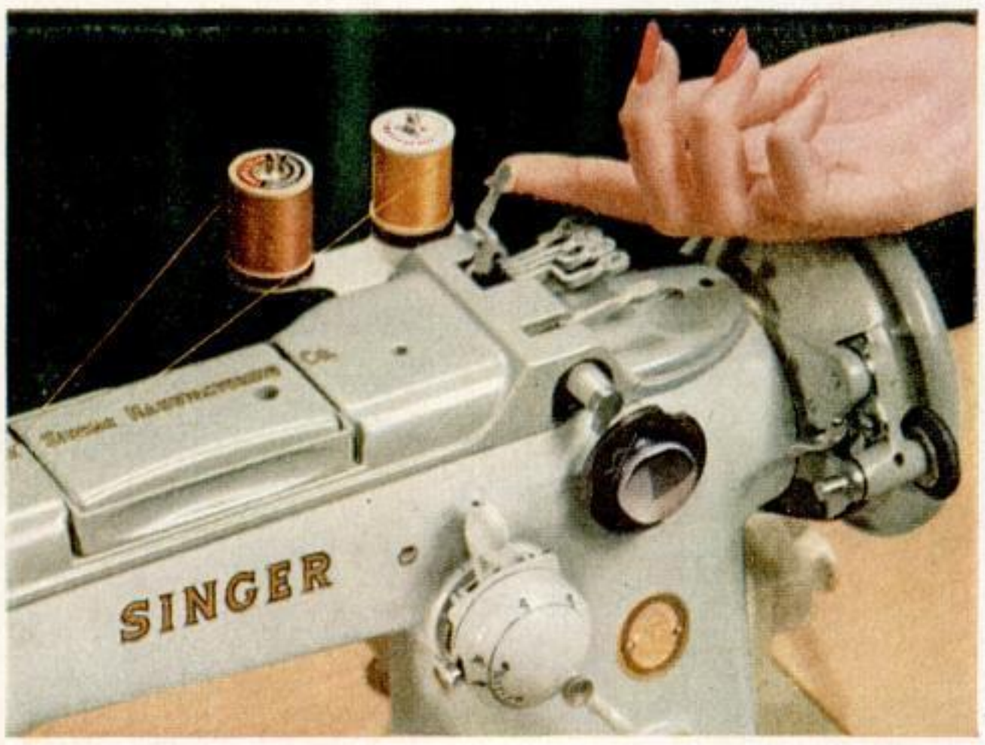
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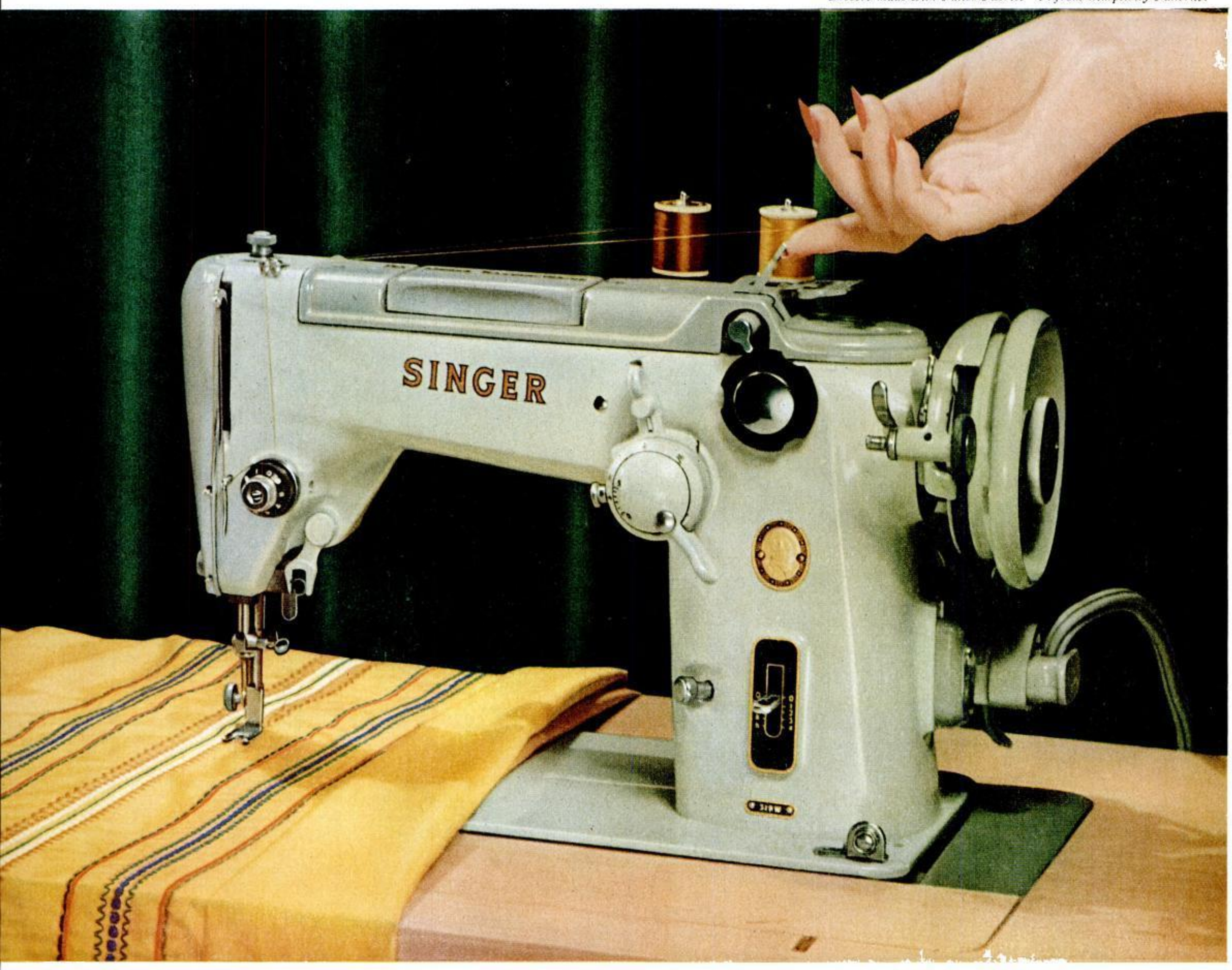
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LIFE
Vol. 41, No. 11 Sept. 10, 1956

PEAK YEAR FOR BIG JOBS

$33 BILLION INVESTMENT IS RESHAPING CONTINENT

Even on a continent accustomed to huge projects this is—more than ever before—the year of the Big Job. Across the land teams of men are driving themselves and their giant machines literally day and night in the costliest and most far-spread series of major construction projects the world has yet known—a whopping $33 billion worth.

Near the U.S.-Canadian border a huge earth-mover trundled a 200-ton stucco house away from a village which, like six others, will soon disappear beneath the waters of a 30-mile-long lake comprising part of the $600 million St. Lawrence Power Project.

At the other end of the continent men labored in a forbidding wilderness to build the first of three dams on the controversial Snake River project (*pp. 28, 29*). Off the coast of Louisiana other men battled the high seas to tap the rich oil reserves lying beneath the Gulf of Mexico (*pp. 26, 27*).

All in all, major construction projects in 1956 were giving employment to over four million workers. In a time of slackening residential construction and car sales the continuing boom in heavy construction is playing a major role in keeping the U.S. and Canadian economies rocketing along at record levels.

More than that, the boom in heavy construction is providing for the future. Over $1 billion of the U.S. outlay this year is going for plants and pipelines to help meet the country's insatiable demands for power. And even more than that, the Big Jobs were giving testimony to the New World's vision and energy.

ON THE MOVE, giant tractor slowly hauls a house → to new site of Iroquois, Ontario (pop. 1,100), relocated to make way for St. Lawrence Power Project.

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POWER PROJECT will turn International Rapids into 30-mile lake. Dam at Iroquois will control flow into lake. Power will be generated at dam near Cornwall.

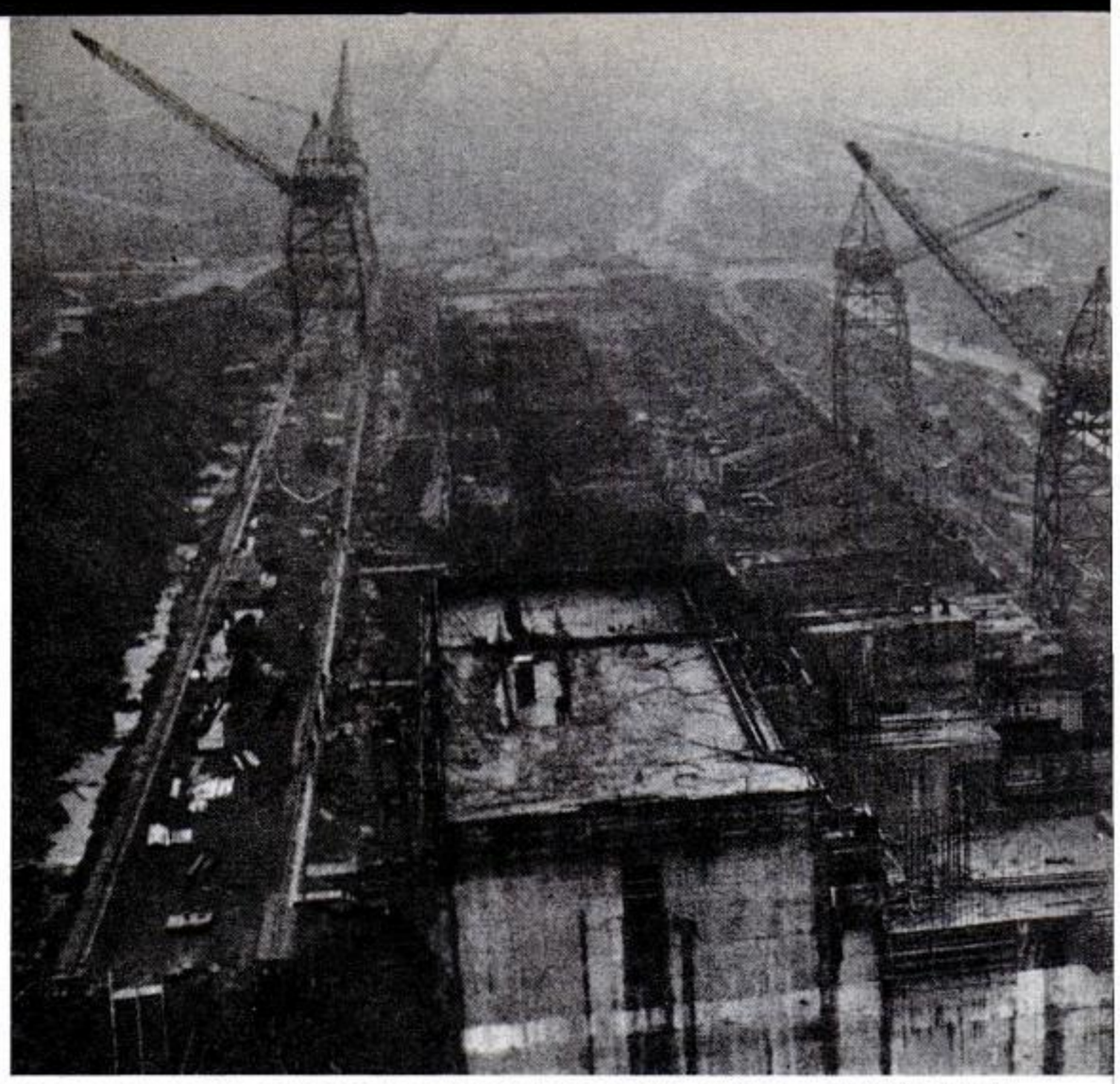
POWER AND PASSAGE TO THE SEA

Of the big jobs, none could match in scope or sponsorship the projects under way along the St. Lawrence. In two memorable and interlocked instances of international cooperation, the U.S. and Canada are spending $300 million to begin the St. Lawrence Seaway, while the state of New York and the province of Ontario are underwriting a $600 million project to develop the river's water power. The seaway project will cut a 27-foot-deep channel along the river's 2,350-mile length and erect seven huge new locks. By 1960 ships of ten times the present maximum tonnage can steam from the Atlantic to Chicago, making ocean ports of all the Great Lakes harbors and recasting the economies on both shores.

Through the summer days and in floodlit nights other crews rushed work on the power project. Clusters of spidery cranes dumped concrete into three huge dams, totaling 7,990 feet in width, which will transform the swift International Rapids into a 150-square-mile lake. By 1958 the lake water will course through a vast new powerhouse, generating 1.4 million kilowatts, second in the world only to Grand Coulee's output.



WORKING BY NIGHT in falling rain on Canadian side of the Barnhart Island Dam, a shovel digs on. The chain of lights at rear is conveyor belt for concrete.



WORKING IN RAIN ON U S. SIDE OF BARNHART DAM, GANTRY CRANES DUMP

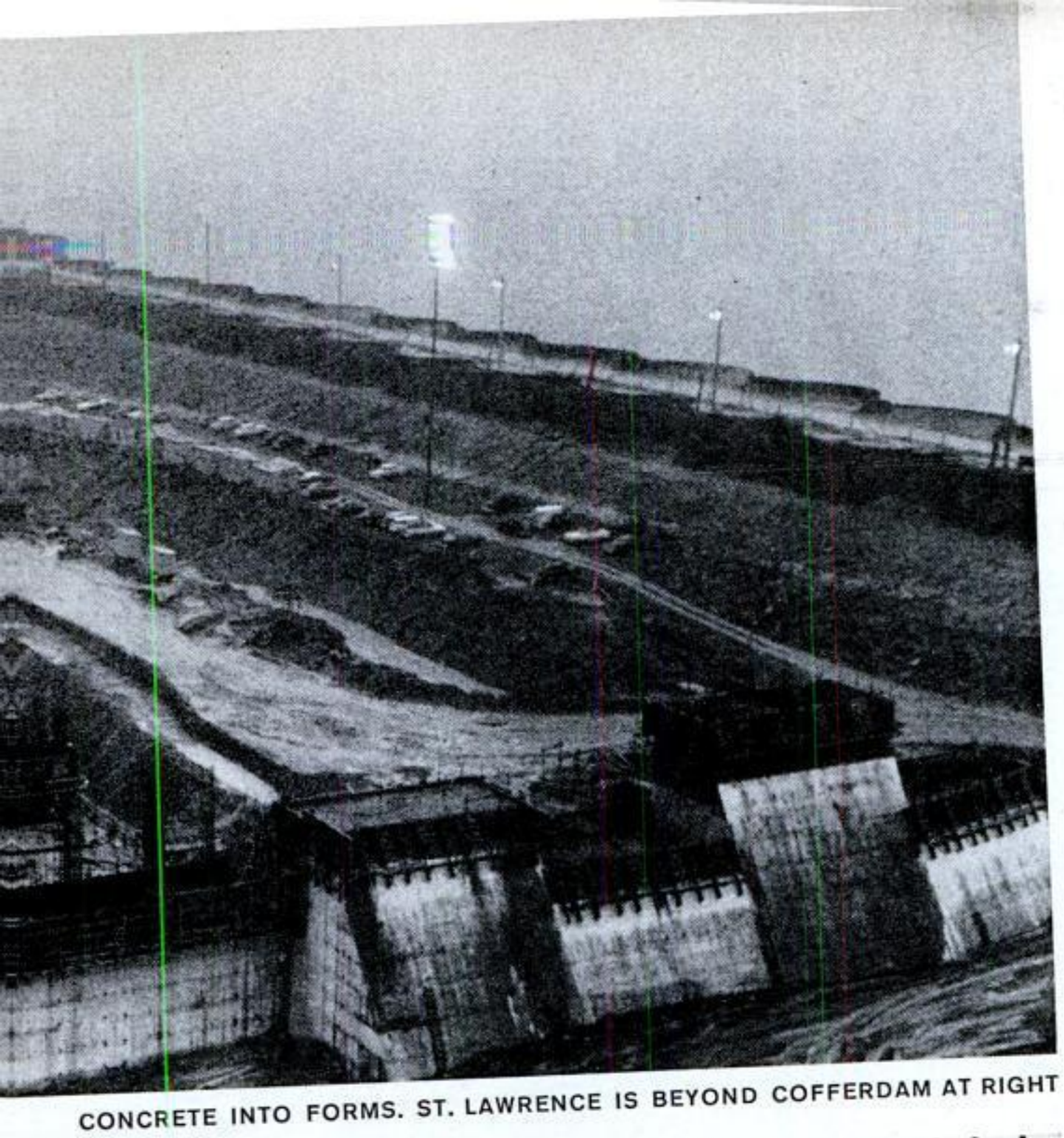


LIKE FIGURES ON BILLBOARD, WORKMEN FINISH WIRING GRID OF INCH-THICK

A CLUSTER OF TALL GANTRY CRANES WORKS AT TWILIGHT ON BARNHART DAM.



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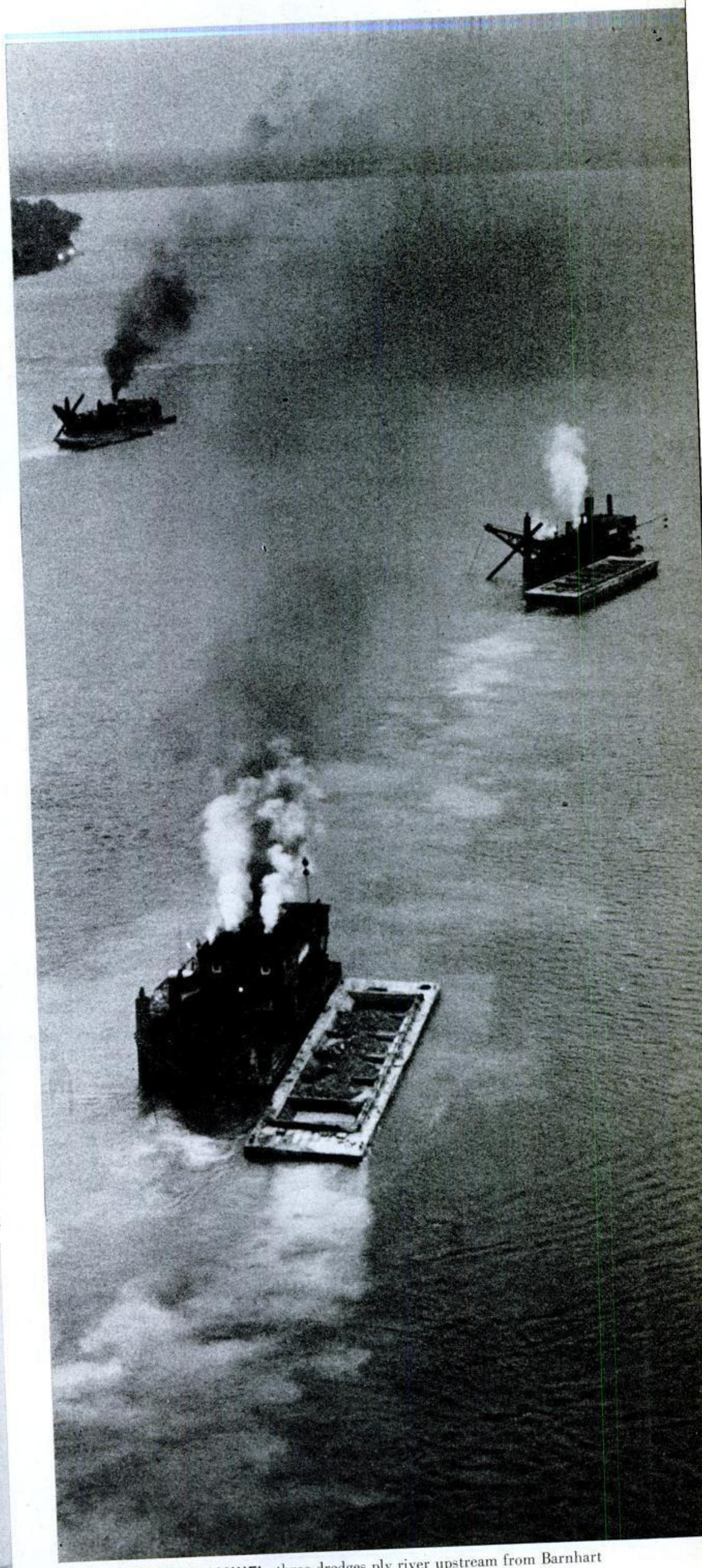
CONCRETE INTO FORMS. ST. LAWRENCE IS BEYOND COFFERDAM AT RIGHT



REINFORCING RODS FOR CONCRETE WALL. WOOD FORMS WILL ENCLOSE GRID

RACING AGAINST THE WINTER, CREWS WORK THREE SHIFTS, SIX DAYS A WEEK





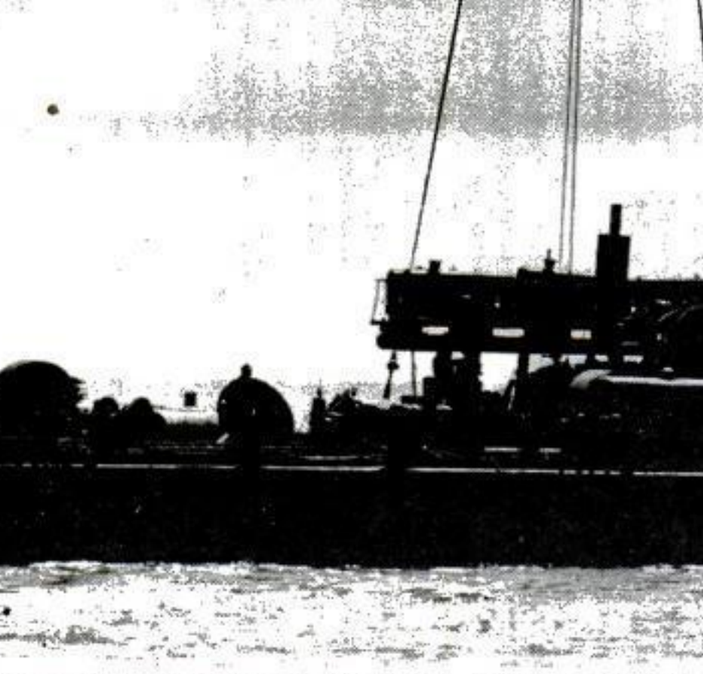
DEEPENING THE CHANNEL, three dredges ply river upstream from Barnhart Dam. New depth will slow the current, prevent formation of dangerous ice jams.

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FROM A BARGE 19 MILES AT SEA, A HUGE STEAM-POWERED DERRICK DROPS A 190-TON DECK SECTION ONTO PILINGS. THIS CATCO WELL IS IN DEEPEST WATER

OFFSHORE, A STRANGE, COSTLY QUEST FOR OIL

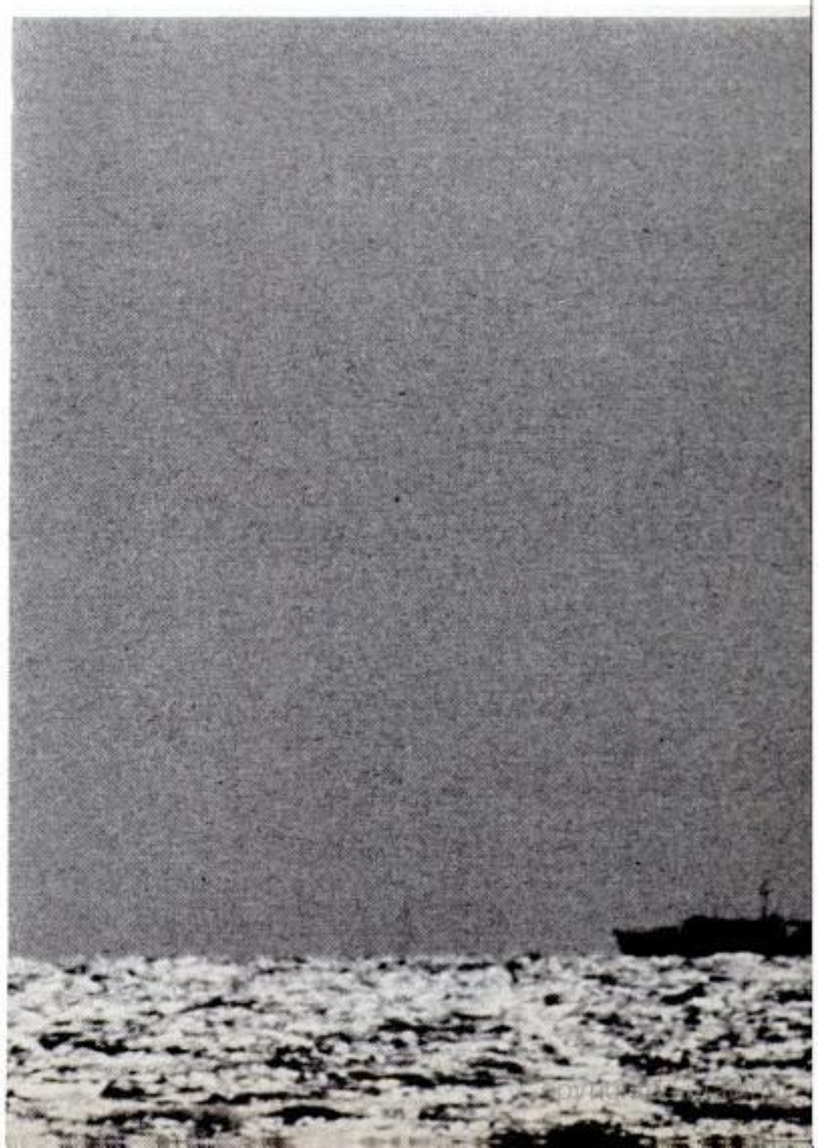


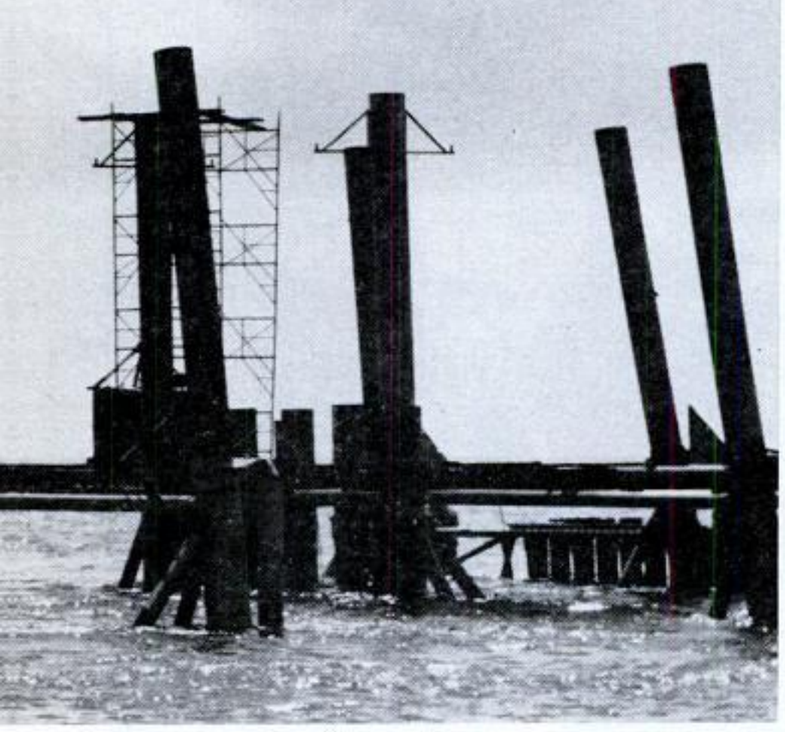
DRILLING AREA (*dark shade*) extends 42 miles offshore. There are about 100 producing platforms.

Strange shapes loom from the open and storm-whipped waters of the Gulf of Mexico. Scores of drilling rigs, representing an investment to date of a staggering $1.5 billion, are prodding a mile or more into the ocean bottom.

A big offshore rig, like the one abuilding above, contains quarters for the whole drill crew, costs upward of $2 million exclusive of the actual drilling, and from its subsea pilings to its towering crane runs as high as a 42-story building.

Born amid controversy over state *vs.* federal ownership of tidelands oil, offshore drilling faces a new fight over ownership of the 7½-mile belt beyond the Louisiana tidelands. But the boom will go on, for present production off Louisiana is 2,762,000 barrels a month—at that, only a dribble from the estimated 10-billion-barrel pool that is waiting to be tapped.





—120 FEET—YET TRIED FOR OFFSHORE DRILLING



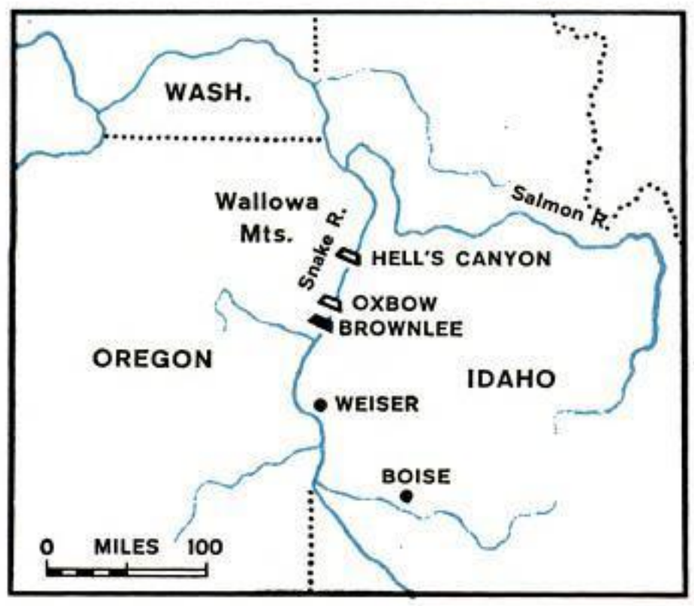
PULLING UP A PIPE (*above*) to replace drill bit, a Gulf Oil crew steers giant "break-out tongs." The hole, 36 miles from shore, was down 4,300 feet. At rear rides the platform's tender, a converted LST.

SOUNDING THE DEPTHS (*below*), an explosion sends up a spume of water near a cluster of platforms. Measurements by seismograph crews will give oil geologists vital information on rock strata.



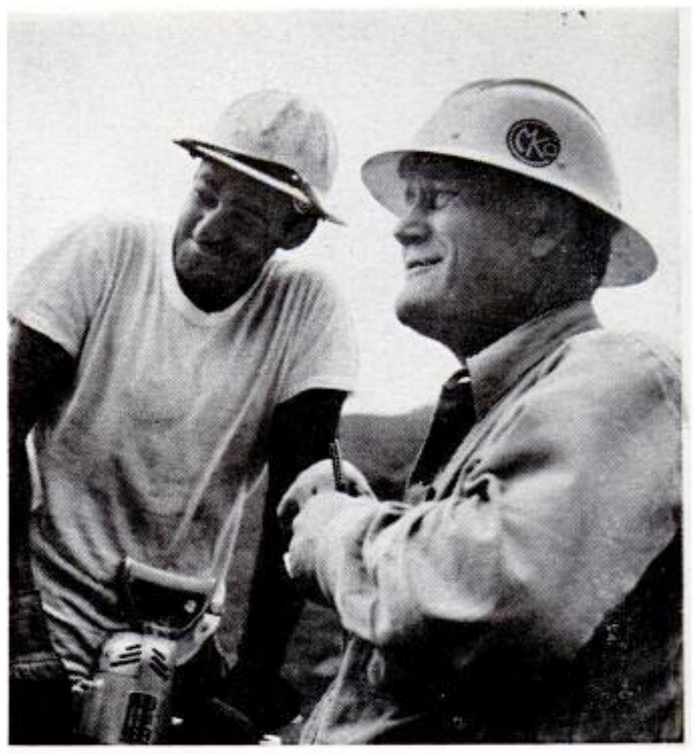
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IN THE MOUNTAINS, A WILD CANYON TAMED

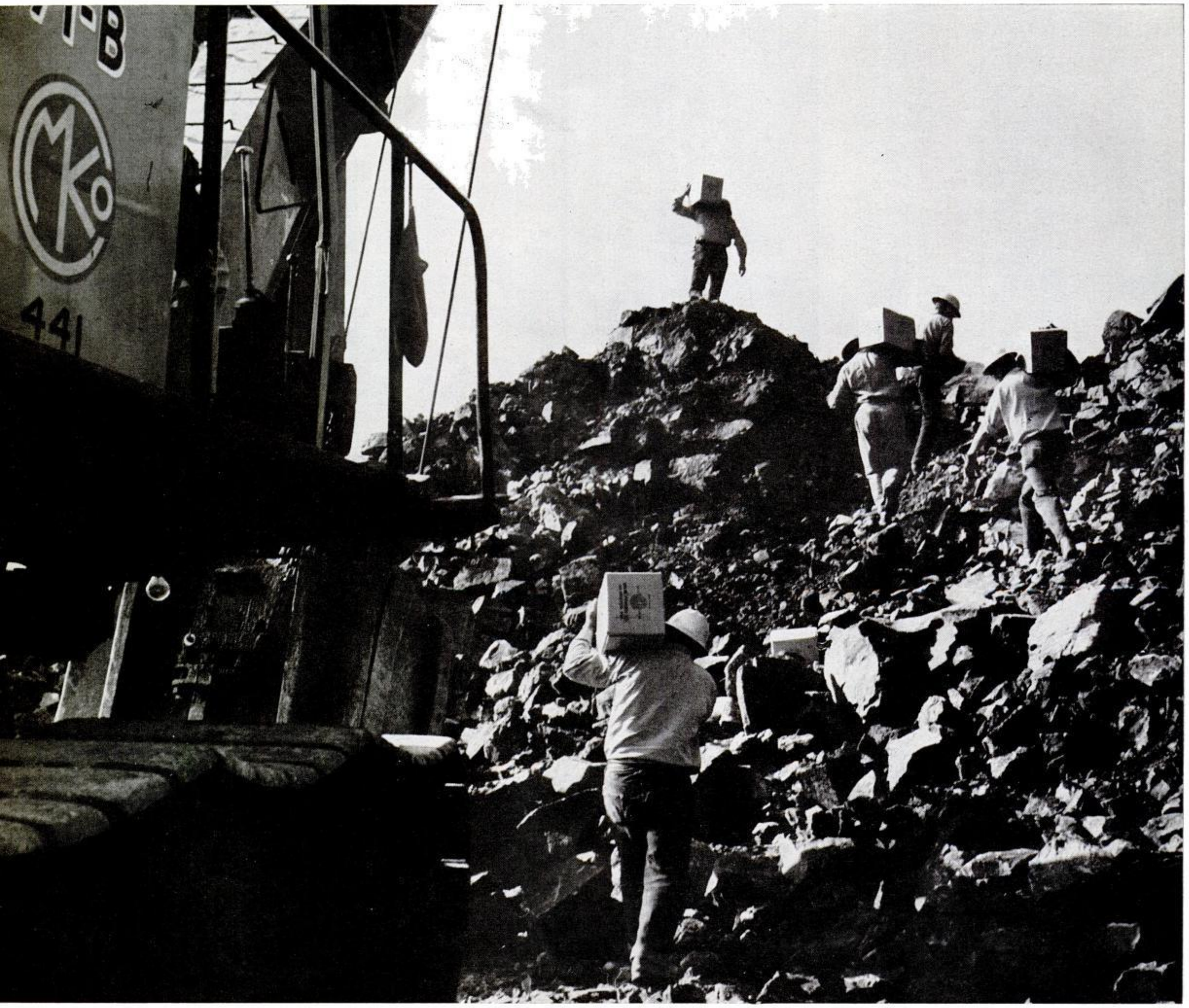


DAM SITES are shown in **map.** Completion dates: Brownlee, 1958; Oxbow, 1960; Hell's Canyon, 1964.

The monumental task of harnessing the Snake River on the Idaho-Oregon line had been preceded by a monumental battle (LIFE, Nov. 9, 1953) between public-power advocates who wanted a single, high, federal-built dam and private-power proponents who wanted three smaller dams. The smaller dams won and the Idaho Power Company signed the Morrison-Knudsen Company to tackle the nation's deepest gorge. M-K crews began blasting roads to the Brownlee Dam site, spanned the river with a bridge and began cutting a 2,500-foot diversion tunnel through solid rock. Diehard high-dammers still sought ways to halt the project but, by working around the calendar as well as around the clock, M-K figured to have Brownlee Dam, the first and biggest phase of their $133 million Big Job, done in 26 months.



DAM BUILDERS on a tough job are pile driver Bill de Morgan, the excavation boss, Harry Woodall.



LUGGING IN DYNAMITE for another blast, Morrison-Knudsen workmen climb over rubble from previous shot along road being carved from canyon wall.

CONQUERING A CANYON, shown from over Brownlee Dam site, construction crews built a 600-foot bridge over the Snake downstream from the work camp. →

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EDITORIAL

WHAT TO DO ABOUT OUR SCHOOLS

A CRISIS CLOSE TO EVERY HOME REQUIRES THE PERSONAL ATTENTION OF EVERY PARENT

One of the founding fathers, James Madison, wrote: "Popular government without popular education is a prologue to a farce or a tragedy." As school starts again this week, Americans confront the makings of a tragedy. Their popular government has brought them the highest living standard in the world; they also desire the best possible education for their children. The brutal fact is most American children will not be able to get it—because there are too few teachers for the increasing number of children, and not enough school buildings to house them.

This involves the whole future of America—the quality and competence of its oncoming citizens. Every American, therefore, has a duty to familiarize himself with the nature of this crisis in education—and to dedicate his own time, money, energy and ideas to ameliorate it in every way possible.

A problem in numbers

Here are its major facets:

▸ The increase of children. Prosperity has virtually doubled the U.S. birth rate, from 2 million a year in 1941 to 1955's all-time record of 4 million. Result: a tidal wave of students is inundating already inadequate schools. In a decade the total of 20 million students in the first eight grades has jumped to 30 million. In a few years the same wave will boost the high school enrollment from its present 7 million to 10 million, college enrollment from 2½ million to more than 5 million.

▸ Too few teachers. There are now 1,066,000 teachers in service in the public schools. An additional 750,000 are needed in the next three years. But to recruit 250,000 a year would take *half* of all the college graduates getting bachelor degrees. This is an impossibility in view of other demands, and in view of the growing reluctance of such graduates to take up the much underpaid job of teaching. In 1955, 86,696 intended teachers graduated—only a third of the immediate need. Result: some 100,000 "emergency" teachers of substandard qualifications have been pressed into service. The recent White House Conference on Education summed up what this means: "Tens of thousands of American children are today being taught by men and women who themselves have an inadequate education."

▸ Too few schools. In the last 80 years, when the population of the U.S. tripled, high school enrollments increased 75 fold. Adds the White House Conference, "Obviously, high school buildings should have been multiplied by about 75 during the same period, but . . . this did not occur." In the 18 years between 1930 and 1948, because of depression and war, "hardly any schools were constructed." The need is for 470,000 new classrooms in the next three years; the present rate of building will provide only about 150,000. Result: more and more classes are spilling far over the 25 students per teacher which is desirable; more and more schools are resorting to double sessions. Yet the last Congress killed the President's bill providing $1.6 billion in federal aid for school construction.

What can the ordinary citizen do about the crisis? There are many things he can do. The biggest single thing is to make this problem his own personal responsibility, to understand that education belongs not to educators alone but to all the people. Here are some valid goals to work for:

▸ Let Congress know that the people will not tolerate continued inaction on the aid-to-education bill.

▸ Help restore the dignity and importance of teaching to the high place it once held. Many teachers start in at as little as $3,000 a year (against a truck driver's $4,400), and all too often they share the view that their calling is ignominious. It will be necessary to double their salaries before teachers can be on an economic par with other professions. Doing this also can bring in abler people who will command greater respect.

▸ Find ways to save that "lost battalion" of the brightest high school graduates, more than half of whom do not go on through college. Getting them to go on, as potential teacher recruits, could by itself go a long way to help solve the teacher shortage. Problem: finding them, discovering their plans, encouraging them to keep on, through local scholarships or other aid. (A Chicago businessman suggests a community investment fund to advance tuition loans which would be repaid by the graduate's subsequent earnings.)

▸ Reclaim a lot of potential teaching talent now going to waste among well-educated women in their 40s whose children are mature. These women could be recruited and quickly trained with refresher courses. Moreover, industries employing expert mathematicians, chemists, etc., might release them for several hours of teaching each week. Other people with special knowledge could volunteer as teachers—*e.g.*, professional authors to lead classes in creative writing.

▸ Teaching techniques, which have scarcely changed at all in a decade, need to be brought abreast of the electronic age. Some schools (*e.g.*, in New York State) are already launching experiments with closed-circuit TV. Much more imaginative uses could be made of this medium. The ideal for every society—never yet attained by any—would be for the cream of each generation to teach the following one. But television now makes it possible to tap the accumulated wisdom and experience of the leaders who have shaped our destinies, revolutionized our world, or inspired our souls—the Churchills, Ketterings, Toscaninis and Schweitzers. Students can see and hear them as in the flesh. Moreover, the talents of the very few teachers who have the spark of inspiring others can be similarly diffused over hundreds of classrooms by TV. Much greater use should be made of existing historical treasures like the Library of Congress' "oral history" recordings of personal memoirs by the great, and of documentary films. And we need new types of high school classes, classes like those at M.I.T. in "creative thinking," which, by challenging the brain to think up original solutions to hypothetical problems, trains it in the habit of original thinking.

Help from the family

The home, which used to be the center of education for most Americans (*e.g.*, Lincoln got his there reading Blackstone's Commentaries, the Bible, Weem's histories, Aesop's *Fables*, and *Pilgrim's Progress*), needs to become again a place where the whole family shares in learning. It can revive the old-fashioned Sunday reading hour, where members take turns in reading from the classics; children can be offered prizes for memorizing great poems and speeches. Getting them to perform dramatic readings can stir their imaginations and help to kindle that divine curiosity without which all education is useless, but whose existence can produce education even without schools or teachers. The education crisis can be a hidden blessing if it stirs greater responsibility among parents and greater self-reliance among children.

In any case, it is every American parent's duty to make every concrete contribution he can toward easing the impact of the tidal wave of new children. As a practical first step, why not go to the next meeting of the school board and the P.T.A., or go down to the school itself and ask, "What can I do?"

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Enjoy one of these new improved

Swanson

Frozen Beef Pies

FREE!

It's what's inside new improved Swanson Beef Pies that makes 'em so good

First, there's *lots* of specially selected, tender beef—done to a turn. Then, you'll find flavorful peas and tiny carrots—diced potatoes, too—with the most luscious, temptingly seasoned brown gravy ever. And perhaps best of all, you'll like the old-time goodness of golden-flaky pie crust. Better try delicious Swanson Beef Pie today—for sure!

Here's how to get your FREE Beef Pie

Just buy two Swanson Meat Pies. Make one of them Beef, the other any kind you prefer. Then, send your name and address, the end flap with Sue Swanson's picture from the two Meat Pies you bought, along with a note telling us how much you paid for the Beef Pie to: Beef Pies, Box 13-C, Mount Vernon 10, New York. We'll mail you the full purchase price you paid for one Swanson Beef Pie plus 3¢ postage.

Offer expires December 31, 1956—Limit one refund per family





Swanson Beef Pies

Also try delicious Swanson Frozen Chicken and Turkey Pies

C. A. SWANSON & SONS, A SUBSIDIARY OF CAMPBELL SOUP COMPANY

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before your very eyes....NBC

Television has become Big Color Television—before your very eyes! If you were watching it last season, you saw it grow up.

You saw great stars and sets and costumes on Producers' Showcase, Max Liebman Presents, The Sunday Spectaculars, Maurice Evans' Hallmark Hall of Fame. You experienced the whole colorful sweep of the World Series, the NBC Opera Theatre, the Sadler's Wells Ballet performing "The Sleeping Beauty," Laurence Olivier's masterful production of "Richard III." And through the year you saw your favorite black-and-white programs in Color for the first time.

But last season's triumphs pale in comparison with the new Color television schedule that begins on NBC this week! *During September alone, NBC will color-vise more than 30 major productions* . . . including a dazzling Sunday Spectacular on the 9th, an original musical starring Kay Starr and Louis Armstrong on Producers' Showcase on the 17th, and the Esther Williams Aqua Spectacular on the 29th. During the month of September, too, regularly scheduled programs like The Perry Como Show and Kraft Television Theatre will appear frequently in Big Color. And NBC Matinee Theater will present full-hour plays *live* in Big Color on most weekday afternoons.

Copyrighted material

BIG COLOR TV!

This is just a hint of the wonderful Color programs in store all through the year. You and your family can see the shows in black-and-white, of course. But a whole new world of enjoyment opens up when you tune a Color TV set to your local NBC station. There's no thrill quite like seeing Big Color TV *happen*...before your very eyes!

Exciting things are happening in Color on

NBC TELEVISION

a service of RCA


Copyrighted Material

Real maple flavor—that's the secret!

Log Cabin has real maple flavor because it has real maple sugar in it—perfectly blended with other sugar. That's why Log Cabin is the secret of better-tasting pancakes!

- Idea! Pour Log Cabin on ham before baking.

Product of General Foods



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A LOOK AT THE WORLD'S WEEK



A WELCOME FOR WARREN

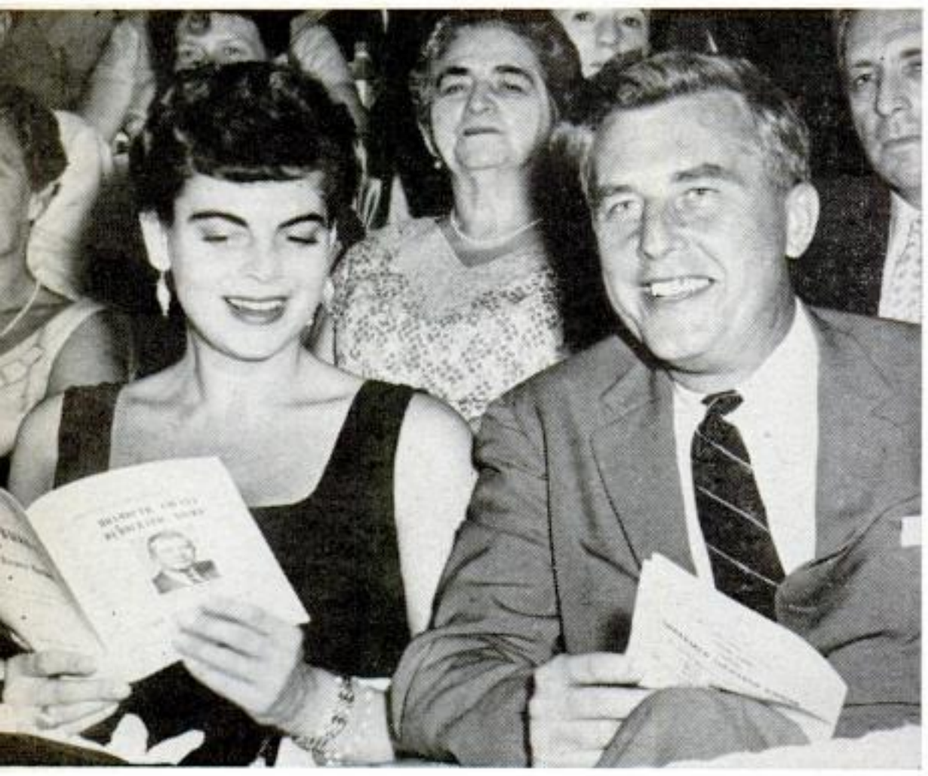
Starting a welcoming state dinner in Madras, Chief Justice Earl Warren and Mrs. Kamini Devi, daughter-in-law of Madras' governor, inspect bowl of mangoes. The Justice spent 17 days touring India to win goodwill for America and to discuss law with the country's jurists.

A WISH FOR WALLOPS

President Eisenhower went to the Yankees-Senators ball game in Washington and, while greeting the Yankees' Mickey Mantle, asked him to "hit two homers for me tonight." Trying hard to please, Mickey hit one for the President to raise his total for the season to 47.



Copyrighted material



A POLITIC ANSWER

In Neptune, N.J., bachelor Governor Robert Meyner, 48, was snapped with Helen Stevenson, 28, distant cousin of Adlai. He begged off further pictures because they would get people "so confused that when I talk about Stevenson they won't know which one I'm talking about."

DEATH ON A PATROL →

Into Atsugi naval air base in Japan servicemen carry body of Seaman Albert P. Mattin, first of two recovered from a U.S. Navy plane downed off the Red China coast. The Reds admitted the shooting but said it was a Chinese Nationalist plane. The U.S. will ask reparations.







← A CANCELED CANDIDATE

In Chicago the cardboard likeness of Herbert C. Paschen, Cook County treasurer and Democratic candidate for governor of Illinois, was removed from his campaign headquarters. Paschen withdrew from the race after his aides were discovered taking kickbacks from banks.

14 OUT OF 1,621

In Suffolk County (Mass.) Superior Court prospective jurors by the hundreds came up for service in the Brink's robbery case, admitted they had read a lot about it, were dismissed for "fixed opinions." After 1,621 had been called, the 14 above (two are alternates) were chosen.

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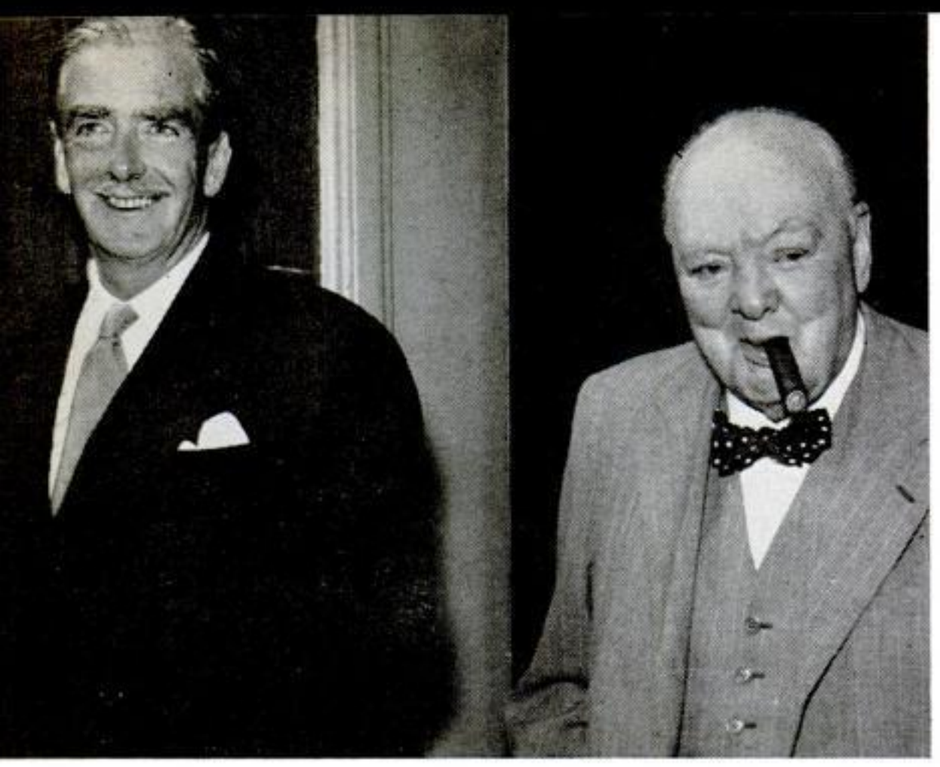


THE THIRD FOR GLORIA →

Gloria Vanderbilt Di Cicco Stokowski, poet, actress, woman of wealth, wed a third husband, Movie Director Sidney Lumet (*left*), who grew up in New York tenements. Then she sat for a picture with matron of honor Carol Grace (*left*), Playwright and Mrs. Sidney Kingsley (*right*).

CONTINUED 37

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CALL FROM AN OLD FRIEND

Familiar cigar stuck in his familiar face, the 82-year-old ex-first minister—and still first citizen—of Great Britain visited London for a call on his successor, Prime Minister Eden.



AN ARCHBISHOP ACCUSED

While bearded Archbishop Makarios motored on Mahé, Indian Ocean island where he is held in exile, Britain published documents which she said proved he directed terrorists in Cyprus.



PRIMPING A PRESIDENT

Aboard Finnish icebreaker *Sisu* (Guts), Finland's President Urho Kekkonen adjusted hat of guest, Soviet's junketing President Kliment Voroshilov, and said he looked like a cowboy.



RITES FOR A CARDINAL

Escorted by Knights of Malta (*black*) and Holy Sepulchre (*white*), body of Bernard Cardinal Griffin, top Roman Catholic prelate in England, was borne to his London requiem. Created cardinal 10 years ago, he suffered repeated heart attacks but worked devotedly until his death.

THREE SAILORS ASHORE

For 89 days three Frenchmen had perched on a 13 by 17-foot raft, drifting across the Atlantic from America, to prove it could have been done a thousand years ago. Now in London (*below*), the bewhiskered trio sat fondled by show girls and triumphant at having proved their theory.





"Get more nourishment for less money with Starlac, the heart of milk," *says Elsie, the Borden Cow*

Starlac, Borden's nonfat dry milk, is so good for you, because it's the heart of milk... with all the proteins, B vitamins, and minerals of the finest pasteurized milk.

Since water and fat have been removed, it costs less... as low as 7¢ a quart.

Starlac mixes instantly, dissolves completely, even in ice water. Tastes grand! Drink it! Cook and bake with it, too!

3-qt. package pre-measured into three 1-qt. envelopes. No muss! No measuring! About 10¢ a qt. Also in 5-qt. economy package at about 8¢ a qt. and in 12-qt. family package at about 7¢ a qt. Be sure and get Borden's Starlac today!



Make Main Dishes with Starlac. Use Borden's Starlac with flour for easy-to-make sauces. Add to the nourishment of ground meat, breads and biscuits with Borden's Starlac.



Make Cakes with Starlac. At last, lighter cakes that brown beautifully. Just use Borden's Starlac. Try Starlac in roly-polies, dumplings, custards and puddings.



Borden's
STARLAC®
so good for you...
it's the heart of milk

No measuring
just add to water.

"See Borden's TV shows, 'The People's Choice' and 'Queen for a Day' weekly on NBC."

©1956, The Borden Company.

Copyrighted material

NEW 1957

World's first



Crosley's 1957 TV consists of four series: *El Dorado* and *Custom* . . . with fully automatic Tuner-Bar (remote control optional) • *Deluxe* with exclusive disappearing Zoom-a-Tenna • *Advance* with style-setting Lowboy TV.

GOWN BY CEIL CHAPMAN

CROSLEY'S AUTOMATIC "BIG 5"

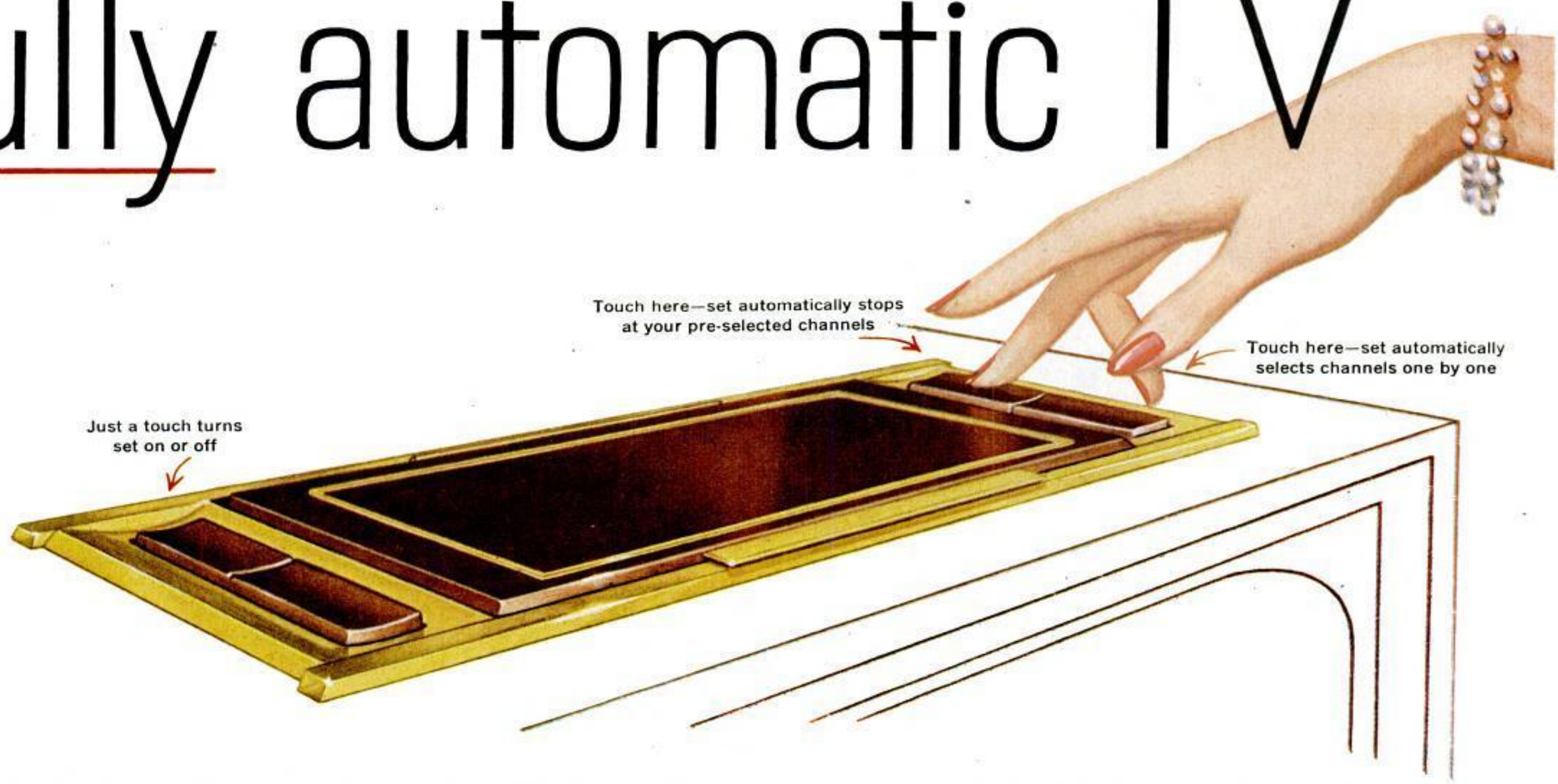
No more fiddling with station dials

1. Automatic Tuner-Bar stops at one channel after another or only at your preselected channels! Just touch this exclusive Crosley advance and *all* of Crosley's Automatic Big 5 features swing into action!

Copyrighted material

CROSLEY

fully automatic TV



New Crosley Automatic Tuner-Bar puts an exclusive combination of 5 electronic wonders at your fingertip

Exciting news . . . important news . . . World's First Fully Automatic TV . . . news that heralds a new era of television entertainment!

Here is the assurance that you will receive TV's most perfect picture . . . and finest sound . . . *automatically adjusted and controlled* from the moment you turn your set on.

Don't confuse this great Crosley electronic advancement with simple automatic channel changing. With Crosley's Automatic Big 5 features you enjoy television's most flexible system of channel selection. In addition, your Crosley automatically controls focus, brightness and contrast, automatically guards against picture distortions, automatically controls volume, automatically protects tube life!

This is fully automatic television. And this is one more example of the progress that has made Crosley

KNOWN FOR THE NEWEST . . . RESPECTED FOR THE BEST!



Crosley's new remote control . . . brings automatic TV to your armchair. You can turn set on or off, adjust the volume, change stations—consecutively, or "skip-stop" to only those channels that have been pre-selected.

crosley
TELEVISION

DIVISION OF **AVCO** MANUFACTURING CORP., CINCINNATI 25, OHIO



No more fussing with weak, blurry pictures

2. Automatic Picture Monitor adjusts brightness and contrast over 15,000 times a second to give you the clearest picture! In addition, you have automatic pin-point focus at every channel.



No more scrambled pictures

3. Automatic Interference Guard gives protection against picture distortions. Now you have mirror-clear TV without picture flopover, jitter, tear! No interference from trucks, planes, electrical appliances.



No more weak or booming sound

4. Automatic Sound Control adjusts volume from channel to channel. Once you have set the volume at your listening level, just sit back and let new Crosley *fully* automatic TV take over!

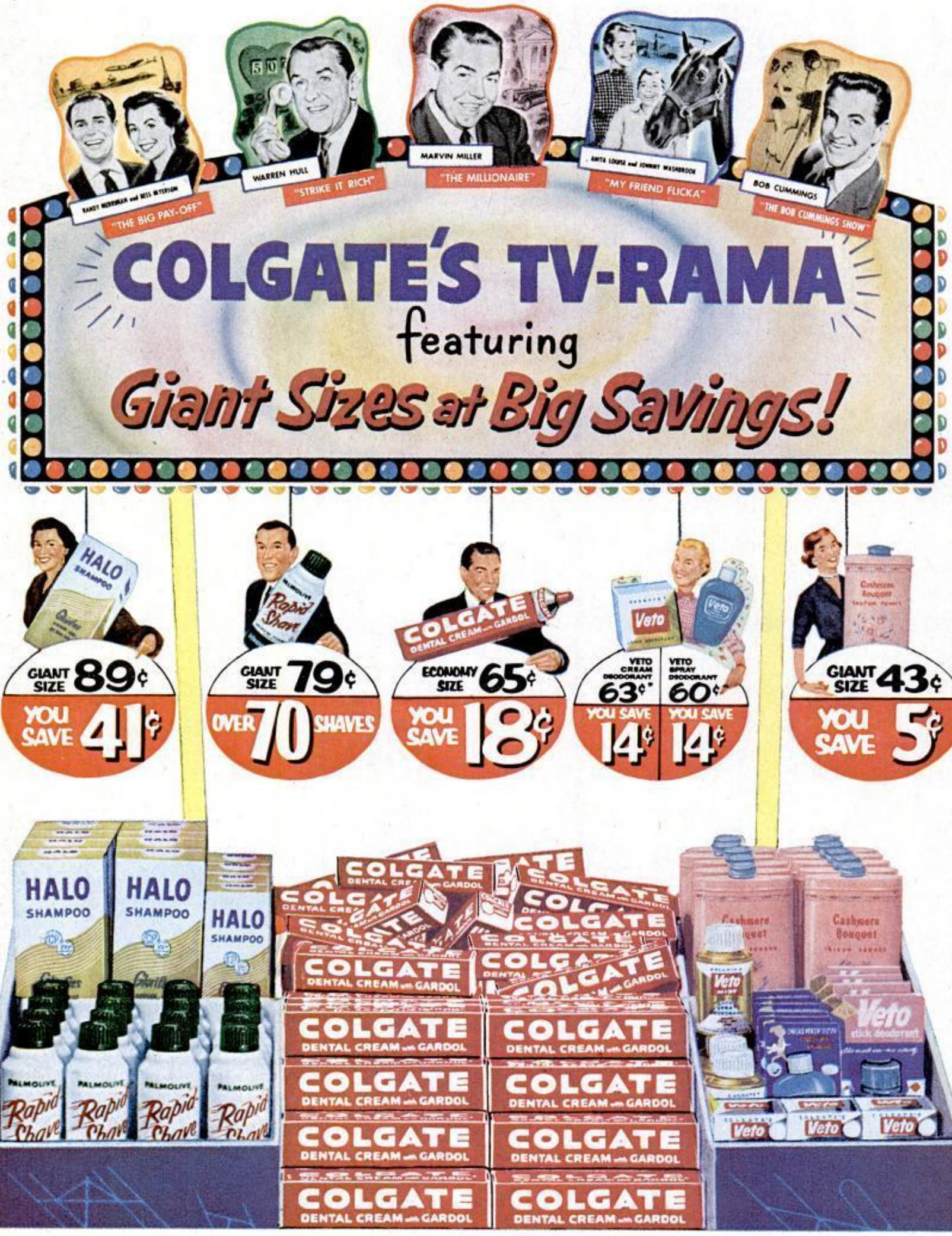


No more worry about tube blowout

5. Automatic Tube Protector prevents tubes from receiving the sudden, harmful flood of electrical power each time you turn a set on! Not only protects the picture tube, but *every* tube in the circuit!

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LOOK for this "Money-Saving" Display of Colgate-Palmolive Toiletries at your dealer's—today!



Take advantage of these BIG SAVINGS on GIANT SIZES!

See how much you can save . . . Savings based on cost per ounce of smaller sizes . . . *Stock up now—and save!*

*PLUS TAX

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AFTERMATH OF AN ACID ATTACK

Following a trail of revenge, intimidation and murder, the investigation of the acid attack that five months ago blinded New York Labor Columnist Victor Riesel (LIFE, April 16) last week led the FBI to a gangland celebrity.

From the start, Riesel blamed the attack on hoodlums who wanted to silence his crusade against labor racketeers. The FBI search for the assailant had moved through the city's gangster-plagued garment and trucking industries and into the tenement-jammed lower East Side section of Manhattan, long known as gangland's slaughterhouse. A fortnight ago the FBI named Abraham Telvi, killed there in July, as the hoodlum who had been hired for $1,000 to throw the acid at a man identified to him as "Mr. Marshall." When Telvi learned who his victim was, he upped his price to $50,000, was paid off with a bullet.

Picking up other accused conspirators (*below*) one by one, the FBI placed ultimate responsibility upon the notorious Johnny Dio, a 42-year-old strong-arm extortionist and labor gangster who has apparently taken over the business of the old Murder, Inc. and the diminished racketeering empire of Lucky Luciano.



BLINDED CRUSADER, Victor Riesel, is well and vigorous, still carries on his syndicated newspaper column and is doing much of his own reporting.



SCENE OF PLOT, where the conspirators planned the acid attack in April, was a candy store that later was sold and remodeled as an Italian restaurant.



CONTACT MAN, Domenico Bando, struggles as he is brought in to face conspiracy charge. FBI said that he helped hire Abe Telvi to throw the acid.



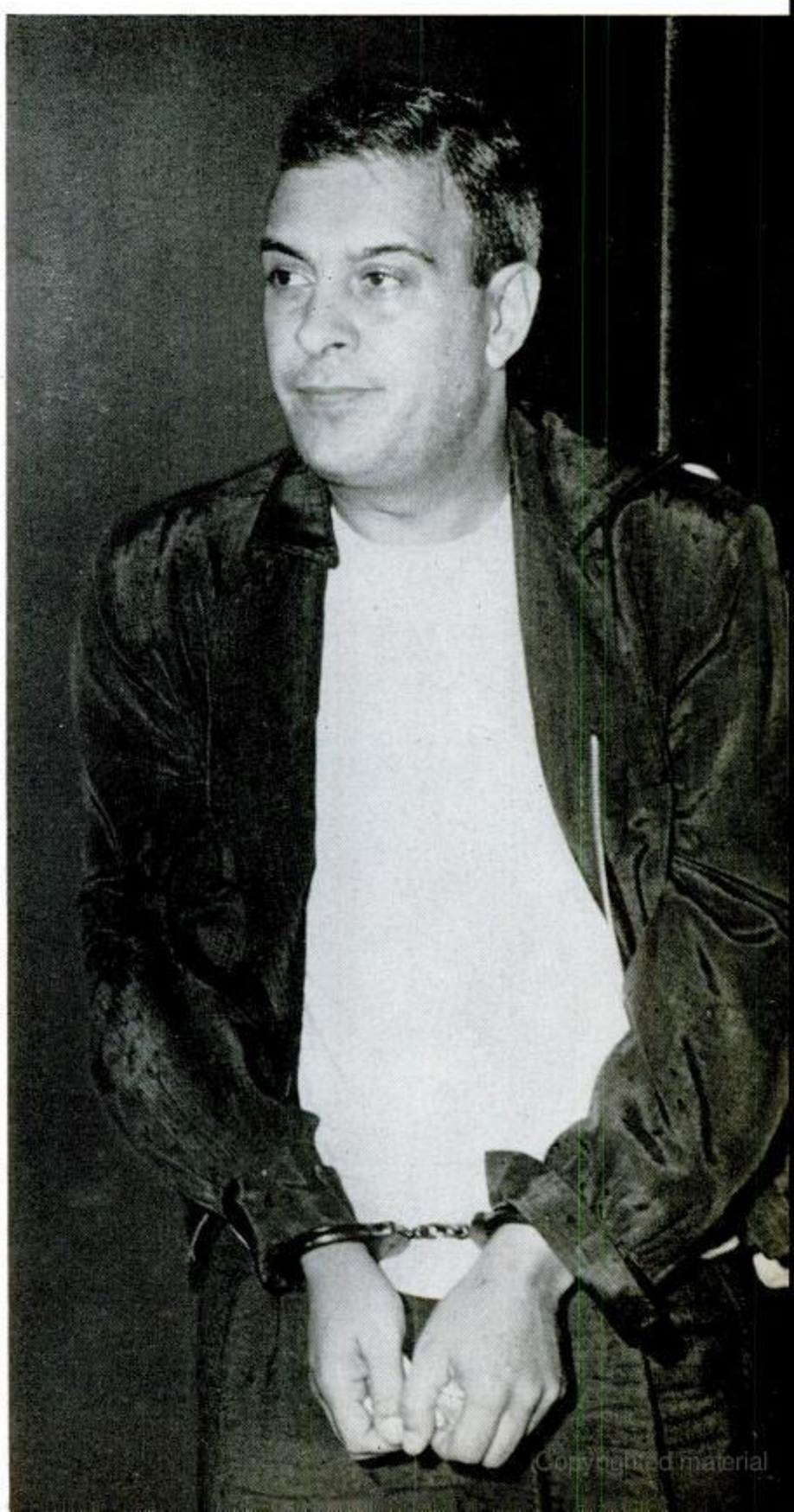
FINGER MAN, Gondolfo Miranti (*center*), is accused of having pointed out Riesel to Telvi. Joe Carlino (*left*) is said to have helped in hiring Telvi.



ACID THROWER, Telvi, is exhumed after FBI said he was slain because he got scars from acid splash. Autopsy on the decomposed body was inconclusive.



PAY-OFF WITNESS, Tommy Dio, a brother of Johnny, was accused of being present when money was handed to Miranti to give to Telvi after attack.



"BRAIN" OF CONSPIRACY, DIO, IN HANDCUFFS, IS LED INTO FBI HEADQUARTERS →



PAYMASTER, Charles Carlino, is accused of having passed money to Miranti for distribution among the others who had assisted in the hiring of Telvi.



CONSPIRATOR, Charles Tuso, shows dismay at time of his arrest. He was said to have been present at candy store meeting and when money was passed.

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STEVENSON AND KEFAUVER HURRIEDLY TIDY UP BEFORE MAKING SPEECHES

FAST CAMPAIGN START

Stevenson and Kefauver are first off the marks

Officially the campaign had not even started, but the Democrats took to the road last week with something new in the way of American politics: a traveling team, which was comprised of their presidential and vice-presidential candidates. The brisk and urbane Adlai, the plodding and folksy Estes stuck together for five busy days like Mutt and Jeff, even combing their hair at the same time.

Flying out of Chicago, the harmonious couple covered 5,032 miles down to New Mexico, up to Washington, through Iowa to Tennessee and back again to Chicago. The purpose of their trip was to meet with top politicians and party workers and organize the strategy of Stevenson's campaign director, James Finnegan (LIFE, Aug. 27), who figured by swinging 851,000 votes in 14 states they could win. Where the team showed up best was in meeting with unexpectedly large crowds and performing the hoary but honorable political rituals of shaking hands (Estes outdid Adlai), making like Indians, and hammering out issues (Adlai outdid Estes).



ARM IN ARM on platform, Estes (*left*) and Adlai hail crowd of 1,500 at Portland, Ore., take turns lambasting Republican "giveaways" of natural resources.

AT SIOUX CITY AIRPORT, ADLAI FORMALLY GREETS PETTICOATED TOT →





SHARING THE HANDSHAKES, Adlai and Estes in motorcade divide the hand-grabbing chores at Santa Fe, where a sign in Spanish hailed them and New Mexico's governor, Democrat John Simms (*center*).



TRYING TO BE BRAVES, team takes part in Sioux Tribe rites in Sioux City. Dubbed "Good Rainbow," Estes smoked a peace pipe but Adlai, named "Chief Charging Thunder," refused to put on war bonnet.



TEMPORARILY SEPARATED, the team rides in a motorcade from Knoxville, Tenn. to Norris Dam. Though Adlai was put in front car, coatless Estes in car behind was star performer in his home state.

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A WORRIED NEGRO STUDENT ATTENDS SCHOOL

TROUBLEMAKER FOR A SCHOOL

Last week 12 Negroes enrolled peaceably in the Clinton High School, Tennessee's first state-supported school to be integrated by court order. But a stranger, John Kasper, a Yankee from New Jersey, interfered. Scoffing at both school officials and police, Kasper spread anti-Negro literature, drummed up a march on the school, harangued the town and organized white pickets. Fights broke out, the Negro students were jeered and stoned. Ignoring a judge's restraining order, Kasper drew a year's sentence for contempt, but the damage was already done. Negroes had to attend class under armed escort and unrest continued in Clinton. There were other school-opening flare-ups in Texas as the South confronted its desegregation crisis (*see* "Background of Segregation," *pp. 96–108*).



SOUNDING OFF on courthouse steps after his first arrest, Kasper makes a fiery address to unimpressed youngsters. He demanded principal expel Negro students or resign, said, "We must keep Negroes out."



SPREADING HATE, a slogan-splashed car tours the streets. Following fights and picketing, Clinton's acting police chief said, "Things would have been all right if he [Kasper] had stayed where he belonged."



KASPER GRINS IN MANACLES AFTER SECOND ARREST, FOR CONTEMPT OF COURT →

material



BERGERE JEWELRY

Three generations of Sacony girls

MUSICAL TALENT seems to be inherited in this venerable old New York family. Also remarkable clothes sense.

Grandmother doesn't tell exactly how long she's been wearing Sacony clothes. But the twins (Hilda and Helga) will tell you proudly that they've worn Sacony "ever since we were two." They think that's a long time!

Aside from love and affection, few things stay so popular with the girls as their Sacony clothes. The reasons are easy to see.

The senior member of the family loves to improvise, especially with her clothes. Her golden-toned Sacony suit has an accommodating scarf collar that can be worn out, or rolled in to feature the family pearls.

The fabric is what Sacony calls city-suburb. She commutes in it and looks grand both places. All because it's a gem-of-a-wool jersey —a specialty with Sacony knitters. You'll find *colors* are a hallmark with Sacony, too. They *must* be becoming. They're *never* trying.

The mossy loden green of Mother's soft wool flannel jumper is top news for Fall. Partly because it goes with other colors so graciously. Mother wears it with a dozen different blouses and sweaters (jumpers are marvelous that way). But the twins like it best with this nifty new cranberry-red shirt. It is sprinkled with little golden bells (printed ones, that is).

For names of stores (they carry Sacony bras and girdles, too) write Sacony, College Point 56, New York. Sportswear is also available in Canada; write Sacony, 423 Mayor St., Montreal.

SACONY

Grandmother's wool suit, misses and petite sizes, 55.00. Mother's wool flannel jumper, in misses sizes, 17.95; foulard challis shirt, 6.50. Twins' washable wool flannel jumpers, 7.95 (3 to 6x) and 9.95 (7 to 14); broadcloth shirts, 2.95 and 3.50. (Prices slightly higher on the Pacific Coast and in Canada.)

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Pulls dirt clean through 3/4" rug



NEW 1957 GOLDEN

LEWYT POWER CLEANER

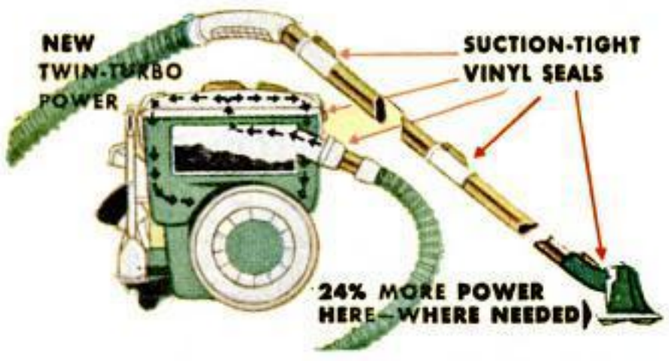
Gives 24% more cleaning power!

At last, you can get the *rug cleaning power* you've always wanted in an *easy-to-use* modern vacuum cleaner—the revolutionary new Lewyt Power Cleaner!

You'll be amazed how Lewyt's new Twin-Turbo Power picks up stubborn deep-down dirt, threads, lint, even pet hairs! You'll marvel at the way Lewyt's new "Sealed Power System" concentrates 24% more suction at the nozzle—makes one easy stroke do the work of many!

And, with Lewyt's new Power Dial, you control all this suction to suit each cleaning job!

Yet, with this great new power pick-up, the new Lewyt is still the easiest of all cleaners to use! Everything rolls on wheels—cleaner, nozzle, tools. You get a 2-in-1 rug nozzle . . . allergy-proof filter system and instant dirt disposal! See your Lewyt Dealer now—he's listed under "vacuum cleaners" in your phone book.



NEW! SEALED POWER SYSTEM—New Twin-Turbo motor creates *super*-suction! New suction-tight seals prevent leaks, deliver full power to nozzle!



NEW! POWER DIAL—Set dial as you would a steam iron. Get *exact* suction for wool rugs, cotton rugs, bare floors, drapes, upholstery—every job!



Lewyt's the cleaner on BIG wheels—rolls more easily over sills, rug edges, bare floors. Compact—only 12½" high!

SOLD AT LEADING STORES IN U. S. AND CANADA © LEWYT CORP., 1956

LEWYT CORPORATION, Long Island City 1, N. Y.

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SHORT SHORTS BECOME PERMANENT IN U.S. SCENE

A few towns hold out but most of America accepts them as a basic addition to fashions for girls

On a Detroit streetcorner a willowy young woman (*above*), hurrying along in high-heeled shoes, paused to tug her tourniquet-tight and abbreviated britches ever so slightly down her trim, summer-tanned legs. It might seem an incongruous spectacle but her wriggling adjustment drew not so much as a glance from the young man who was pedaling past on a bicycle.

It was no wonder because the wearing of shorts in public, not only by teen-agers but also by many thousands of older females, had become a permanent, accepted—and generally welcome—part of the American scene as the summer season drew to a close.

The phenomenon seemed to be part of the growing informality of suburban living in an age that has placed ever greater emphasis on leisure and play. As more and more skin came into view, manufacturers were finding a still-growing market for shorts of all types, from the relatively sedate Bermuda garment to the briefest of shorts. In short, it had been as scenic a summer as a man could want. While this caused dismay in some places and peevish countermeasures by police in just a few others, nowhere did the phenomenon produce much astonishment. The following pages show the lengths that the girls and their shorts went to.

Copyrighted material

MASSAGIC

COMO
Model 2270-6
Black, Burgundy,
or Tan Adonis Calf.

SOUTH SEAS COMFORT TO PARK AVE. STYLE!

HOLLAND

BRITAIN

FRANCE

THE WORLD'S AT YOUR FEET IN

MASSAGIC

Air Cushion Shoes

Cushion Arch-Lift for Support

Double Cushion Rubber Heel for Buoyancy

Steel Shank for Strength

Air-Celled Rubber Cushion for Comfort

There's an easy, breezy, barefoot feeling waiting for you in every pair of Massagics! It comes from a cushion of springy sponge rubber, *built-in* to soften your steps . . . from an Arch-Lift that *accents* foot comfort! As for style, just look in the windows! Massagics *make* the news in shoes, now and all year 'round. See your Massagic Dealer, or write us for his name. *$15.95 and up.*

WEYENBERG SHOE MFG. CO., Milwaukee 1, Wis.

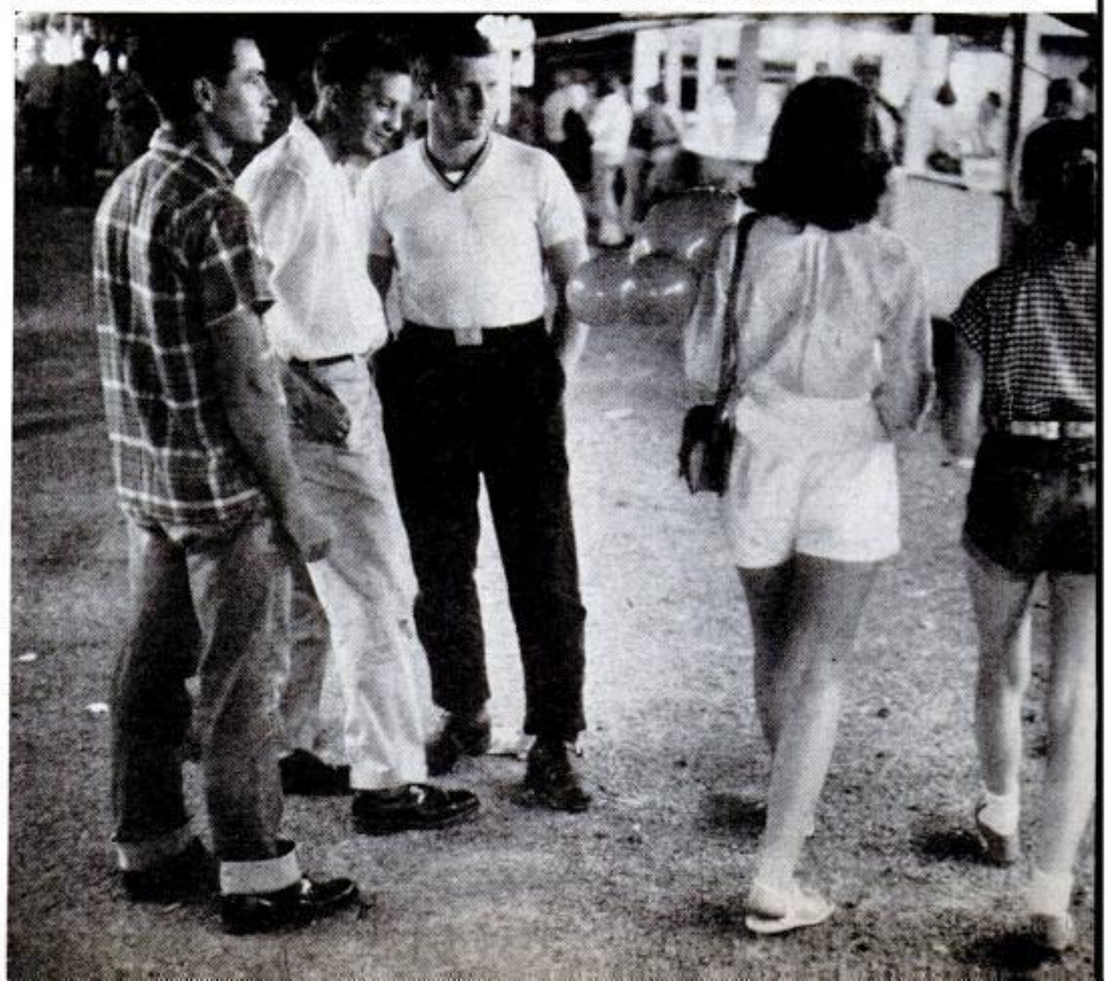


YOUNG GIRLS IN SHORTS GATHER AT SALEM, ILL. STREET CORNER WITH



GIRLS TRY ON PETTICOATS OVER SHORTS IN A DEPARTMENT STORE IN

ON THE MIDWAY AT A DEARBORN (IND.) COUNTY FAIR, GIRLS ARE GIVEN





THEIR BOYFRIENDS



DEARBORN, MICH.

ADMIRING STARES





UNSUITABLE SHORTS in White Plains are these worn by Mrs. Mildred Roth. Police gave summons.

MANY GIRLS' HABIT, ONE LADY'S TROUBLE

Nearly all U.S. cities have ordinances governing the clothes that girls and women may wear in such public places as downtown streets and stores. But as the photographs at left show, short shorts can be worn almost anywhere with impunity. One exception is White Plains, N.Y., a fact the housewife shown above and below discovered to her embarrassment. There has been a general openmindedness about the matter in most communities, nowhere more evident than in Milwaukee. That city has a general ordinance prohibiting "indecent exposure" in public but has not applied it to shorts. At the same time it has showed great fairness in not enforcing another and more specific ordinance that forbids "ogling" of the opposite sex.



ACCEPTED DRESS is now worn by Mrs. Roth in White Plains. Judge dismissed charge with warning.

CONTINUED



CO-ED SEES ESQUIRE SOCKS EVERYWHERE

...and a very observant girl she is! On campus or in the office, you'll see more men wearing the ribbed Governor®. The reason? The Governor brings a *new weight* to one-size stretch socks. This means a richer, neater look than you've ever had before. Get Esquire Socks' new all-nylon Governor. $1

ESQUIRE SOCKS®

"THE SMARTEST THING ON TWO FEET"

DIVISION OF CHESTER H. ROTH CO., INC., MANUFACTURERS, NEW YORK CITY

Copyrighted material

SMART MOTHERS KNOW:

Hot home-made lunches for school are healthier



It's easy for mother to pack a hot, *healthy* home-made lunch for school because lunch kits by "Thermos" have the famous large-mouth "Thermos" brand food jar for solid foods. Kits are also available with standard neck "Thermos" brand vacuum bottle for liquids. All kits are sturdily constructed, gaily decorated in bright colors.

School lunch kits by THERMOS®

Colorful decorated lunch kits with vacuum bottles



ROY ROGERS—DALE EVANS **BRAVE EAGLE** **TWEED-PLAID**

Large multi-colored kits. Easy to clean interiors. Red, green, blue center sections. With matching 10 ounce HOLTEMP® vacuum bottle for liquids.

THE AMERICAN THERMOS PRODUCTS COMPANY

formerly The American Thermos Bottle Company, NORWICH, CONNECTICUT

Canadian Thermos Products Ltd., Toronto • Thermos (1925), Ltd., London

ORDINANCE No. 38

PROPER ATTIRE

No person shall walk or ride in any vehicle upon or along the public streets of the Village in any bathing suit, shorts, trunks or other apparel which does not cover properly the body and limbs from midway between the knees and hips to and including the shoulders.

Any person who violates this ordinance shall be liable to a penalty of not more than TEN ($10 00) DOLLARS for each offense to be recovered by the Village of Southampton and such violation shall constitute disorderly conduct and such person shall be a disorderly person.

SOUTHAMPTON

Dressed informally but in conformity with the regulations that are spelled out (*above*) in an ordinance, Mrs. Bert Herbert does her shopping in Southampton, Long Island. The village, proud of dignity, has had to crack down on persons wearing improper apparel.





NOTICE

THE VILLAGE BOARD HAS BEEN ASKED TO TAKE ACTION REGARDING THE INCREASING NUMBER OF IMPROPERLY ATTIRED PEOPLE APPEARING ON THE STREETS EACH SUMMER.

IT WILL AVOID EMBARRASSMENT TO YOURSELF AND YOUR NEIGHBORS AND WILL BE APPRECIATED BY THE UNDERSIGNED IF, IN YOUR PUBLIC APPEARANCES — PARTICULARLY IN THE SHOPPING DISTRICT — YOU WILL WEAR CLOTHES THAT ARE GENERALLY CONSIDERED APPROPRIATE FOR THE OCCASION.

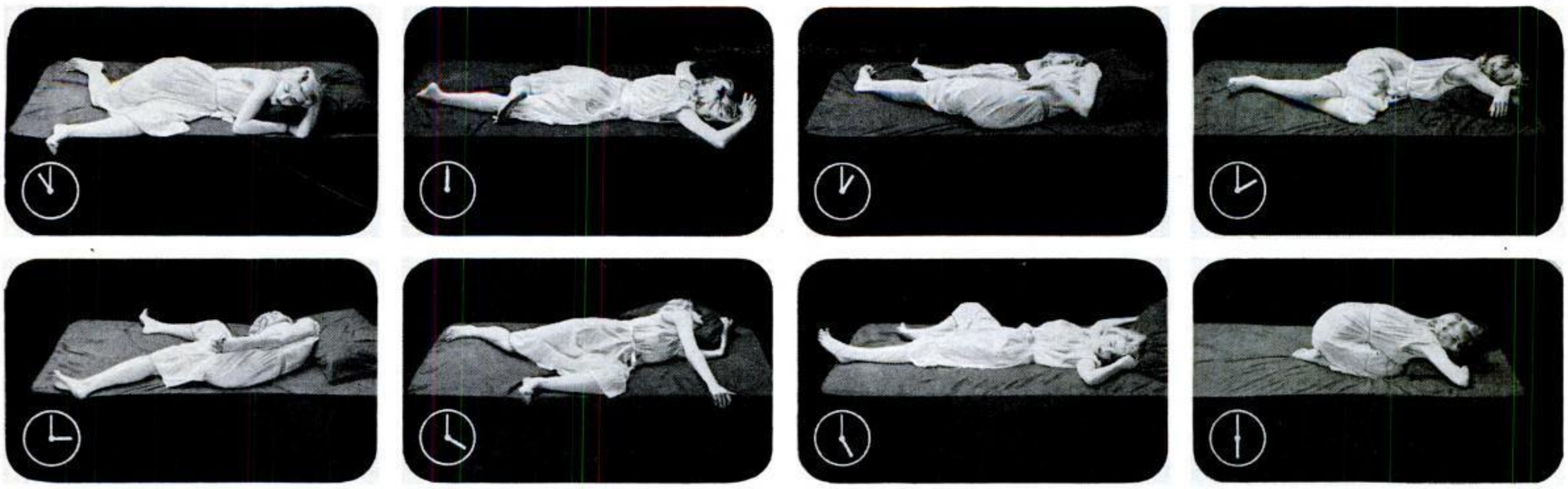
BOARD OF TRUSTEES
VILLAGE OF WESTHAMPTON BEACH

WESTHAMPTON

In the most informal of Long Island's neighboring "Hampton" towns, young women residents appear in short shorts with the hemlines rolled and fastened to make them tight. The village's board of trustees merely asks all residents to use good taste (*above*).

CONTINUED

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DOCTORS KNOW THIS:

It's not how long you sleep— but how well!



Did you ever say—"I slept 8 hours but I'm *still* all in"?

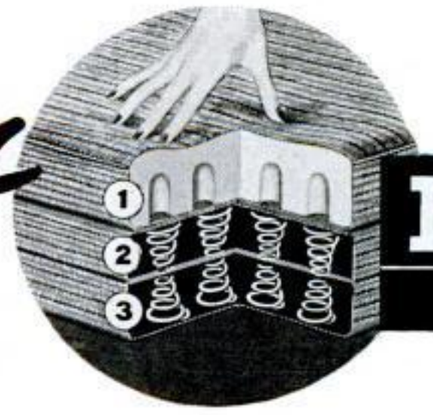
If so, your *mattress* could be the rest-robber! If it's too soft, too hard, too springy, too saggy—or old, lumpy, hollowed out or irritating to allergies—you can't *relax*. How, then, can you get full benefit from sleep?

Meanwhile, millions on AIRFOAM mattresses awake refreshed and restored—*even after less sleeping time!* See why—

your best days start the night before—*with AIRFOAM:*

- **Relaxes tension zones** — gentle uplift eases taut nerves, tense muscles
- **Firm support all over** — mattress strongest where weight is greatest
- **Boon to allergy sufferers** — no dust, lint or fluff generated
- **"Breathes" fresh air**—stays inviting sleep-inducing, without turning
- **Holds shape for life**—all-one-piece, nothing to sag, snag or break down
- **The sleep that's 3-layers deep**—gentle AIRFOAM (1) is next to you, the springs are down where they belong — resilient layer (2), firm layer (3), in the Englander RED-LINE foundation! Goodyear, Foam Products Division, Akron 16, Ohio.

Airfoam
MADE ONLY BY
GOODYEAR
THE WORLD'S FINEST, MOST MODERN CUSHIONING



Englander
THE FINEST NAME IN SLEEP

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T. M. The Englander Company, Inc., Chicago

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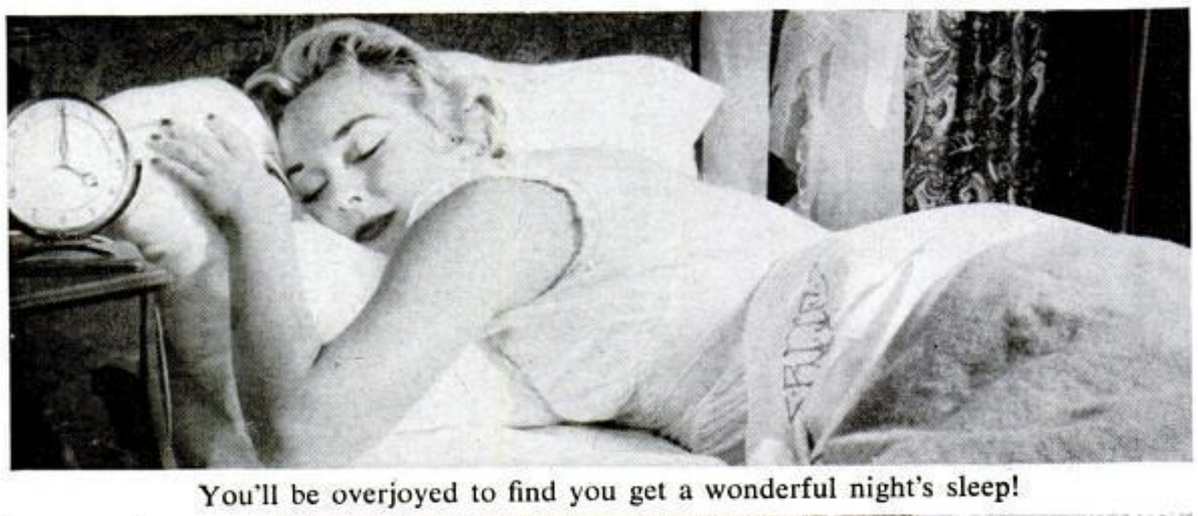
How to get as much as

8 HOURS SOUND SLEEP

with no "Morning Hangover" from habit-forming drugs!



Take 2 NYTOL Tablets before retiring



You'll be overjoyed to find you get a wonderful night's sleep!



You'll awaken in the morning refreshed, invigorated!

Amazing new SAFE sleeping tablet, NYTOL helps tranquilize you... so you get your regular night's sleep!

GUARANTEED TO CONTAIN NO BARBITURATES, NO NARCOTICS, NO BROMIDES!

If you're one of those unfortunate people who at times can't sleep, but fear taking habit-forming drugs, here's amazing news!

Medical science has developed a new, safe sleeping tablet called NYTOL. NYTOL helps lull you into restful sleep. Yet NYTOL Tablets are *guaranteed* free of dangerous, habit-forming drugs. Guaranteed to contain *no* barbiturates, *no* narcotics, *no* bromides. That's why you can wake up feeling like a new person—alert, invigorated—with no morning-after "drugged" effect.

Acts on True Basic Principle

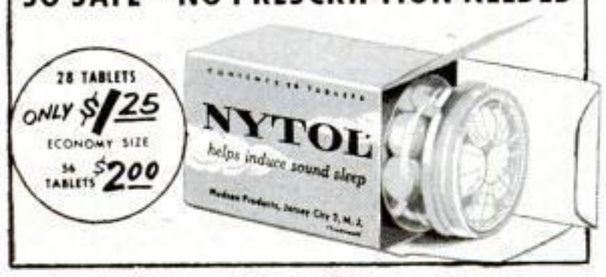
Wondrous NYTOL tranquilizes you, helps *relax* nervous tension. You feel lush drowsiness coming over you. The next thing you know it's morning! You feel better, look better, work better!

No Prescription Needed

The proof that NYTOL Tablets are safe, non-habit-forming, is the fact that you can buy them at drug stores without a doctor's prescription. So, if you are subject to such sleepless nights, get NYTOL Tablets from your druggist today.

If NYTOL does not give you your regular night's sleep, return unused portion and your money will be refunded in full.

SO SAFE—NO PRESCRIPTION NEEDED



SAVE MONEY! Buy the large economy size. It's like getting a second bottle practically at half price!

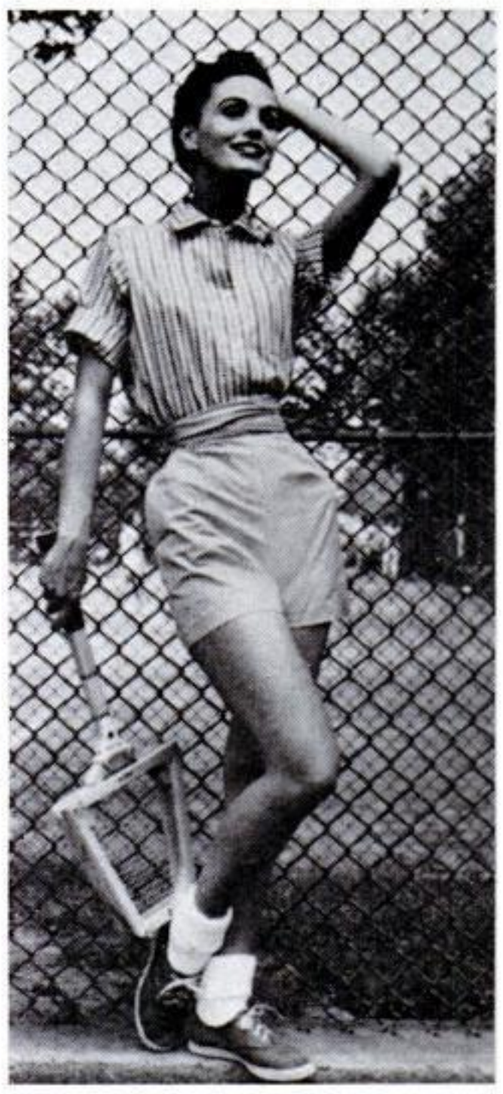
AMAZING NEW, SAFE

NYTOL®

BASIC LENGTHS IN FOUR STYLES

For years short shorts had only a limited popularity. The sudden huge demand appears to be a direct result of the vogue for knee-length Bermuda shorts. Many women now regard the Bermuda shorts as a kind of "classic" that essentially serves the same purpose as slacks. With the ice of public acceptance of shorts broken by the Bermudas, more girls felt free to wear the abbreviated models. Short shorts gained favor with women because of their comfort and because Bermuda models tend to emphasize the least attractive part of the legs—the knee and calf. The four lengths of shorts now in vogue are shown below.





SHORTER SHORTS include the striped model at left, which is molded to the figure, has a fly-front and is cut up the sides to give a V-effect. Its manufacturer points out that this snug garment is useful as swimming shorts. Classic length style at right is made of khaki poplin, has side pockets, zips up the back.





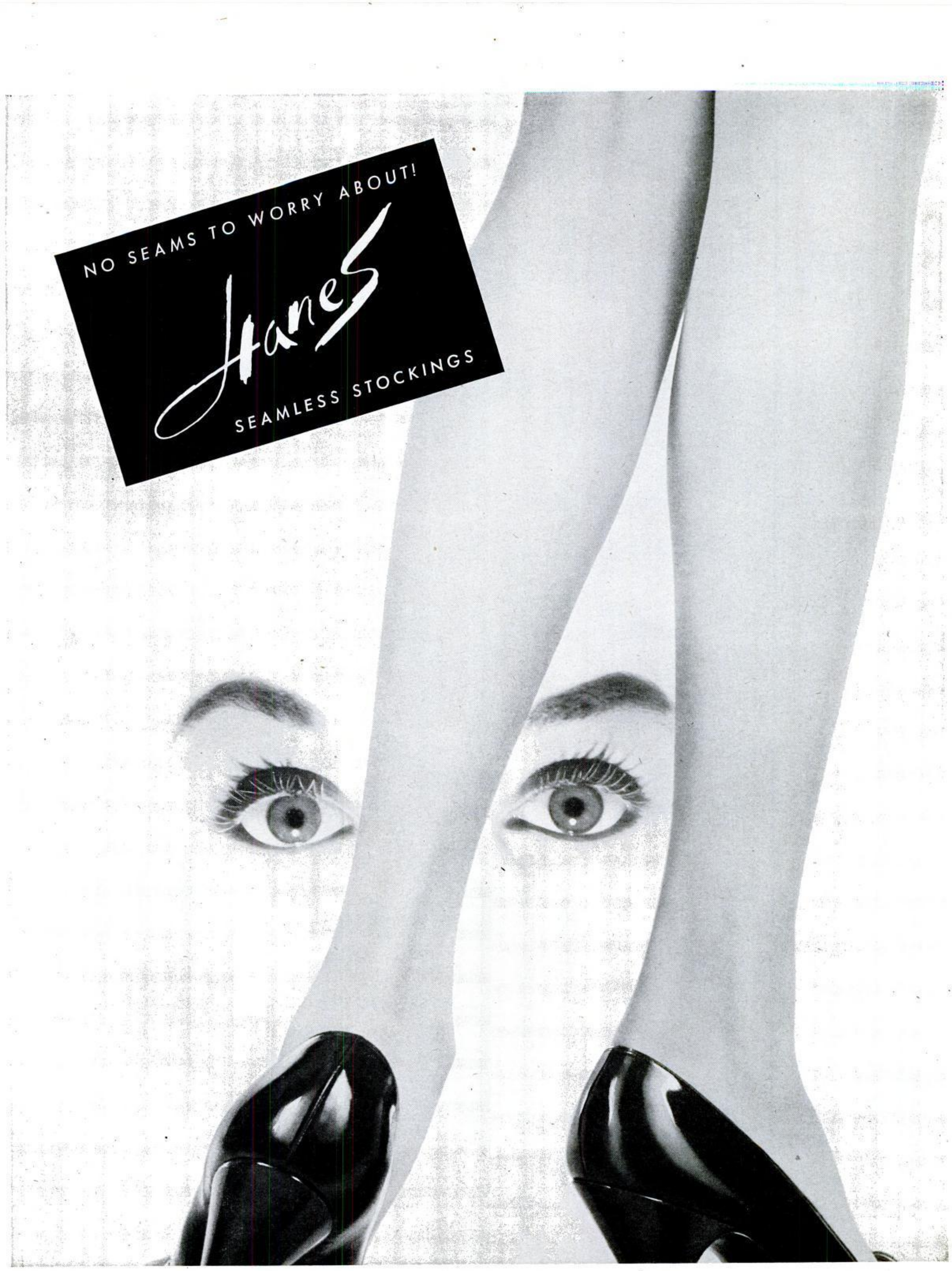
LONGER SHORTS come in Jamaica and Bermuda styles. The Jamaica model at left is in madras and has a fly-front and side pockets, and is worn with a yellow cummerbund. The Bermuda type at right is two inches longer, is made of tailored black velveteen and is acceptable for cocktails at most clubs.

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NO SEAMS TO WORRY ABOUT!

Hanes

SEAMLESS STOCKINGS



HANES HOSIERY, INC. • 350 FIFTH AVENUE, NEW YORK • $1.35 TO $1.95

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NORGE Washer with *Dispenser* a new kind of rinse water for up



NO MORE YELLOWING OR GRAYING IN THE DRYER, ON THE LINE, OR UNDER THE IRON

Discoloration of clothes which you may have blamed on your dryer or ironer is actually yellowed soap or detergent film. Because Norge's new kind of rinse water removes this film, clothes keep white, soft, bright; diapers stay soft and the major cause of diaper rash is eliminated.

RATED NO. 1 WASHER BETTER THAN EVER!

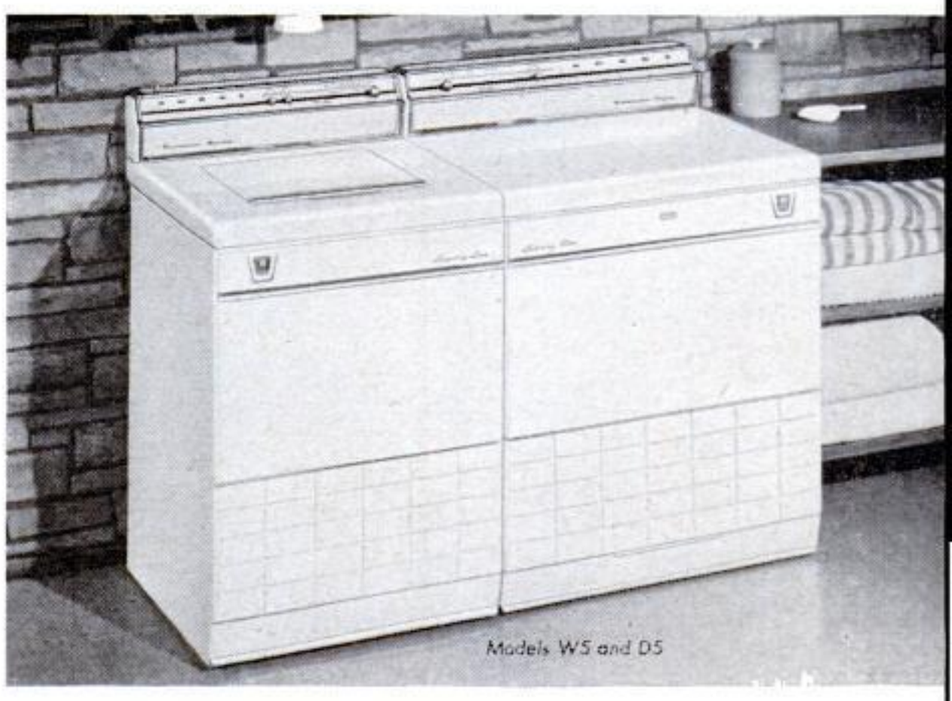
For two years independent consumer testing laboratories have rated Norge Automatic Washers #1. Now Norge has been improved with the first automatic conditioned-water rinse.

Backed by 5 Year Warranty—so that you can buy with complete confidence.

30 Day Satisfaction Guarantee. Your money cheerfully refunded if, after 30 days, you are not completely satisfied with the performance of your new Norge Washer.

Introductory Offer! Limited time only... 12-box case of regular Calgon free with purchase of every Norge Dispenser Wheel Washer... free box if you see a demonstration.

Matching Automatic Dryer—Norge Washer with Dispenser Wheel plus new Norge Dryer with 4-Way Drying and exclusive Hamper-Dor give you a perfectly matched washday pair for softer, fluffier, cleaner clothes, *the easy way!* See it at your dealer's!


Models WS and DS

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Wheel automatically makes to 39% brighter, cleaner clothes

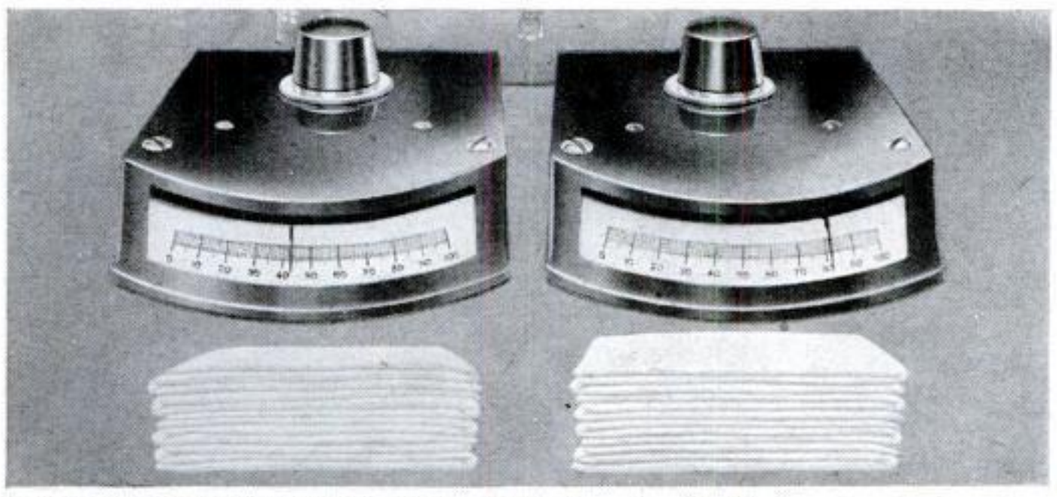
Banishes yellowing...graying...because it gives your tap water greater rinsing power than soft water, rain water...or even distilled water!

Look at your rinse water if you want to find the true cause of yellowing, graying, roughening, linting, and premature wear in your clothes. Regardless of your detergent, your washer, or your water—hard or soft—minerals in the wash and rinse water combine with soap or detergent residue to form soil-embedding film. This film keeps building up in your clothes and inside your washer. Plain water rinsing can't dissolve it. It can be overcome only by a new kind of rinse water made with Calgon® and mixed automatically in the 1957 Norge Washer.

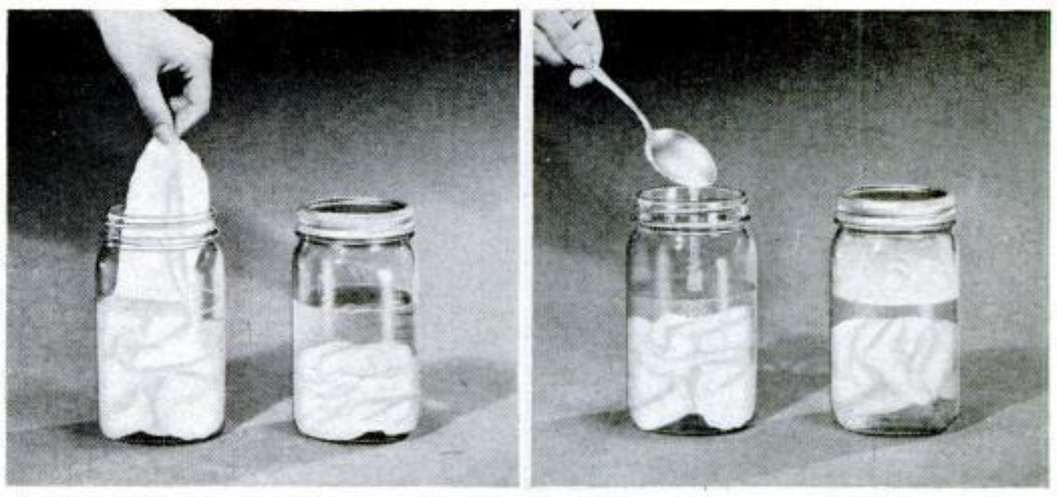
Those who know the inside story of washing clothes recognize the need for Calgon rinsing. Leading makers of automatic washers already give a sample box with new washers. Fabric manufacturers, too, know that Calgon rinsing is vital to synthetics like nylon, Dacron, and Orlon as well as cottons and linens. But up till now it has been impossible to add Calgon in automatic washers without stopping the rinse cycle.

The new Norge Dispenser Wheel means you can add Calgon automatically to rinse water by pre-loading the Wheel when you load your washer. When the rinse cycle begins, Calgon conditions your rinse water, locks up the minerals, and assures you a 100% perfect rinse.

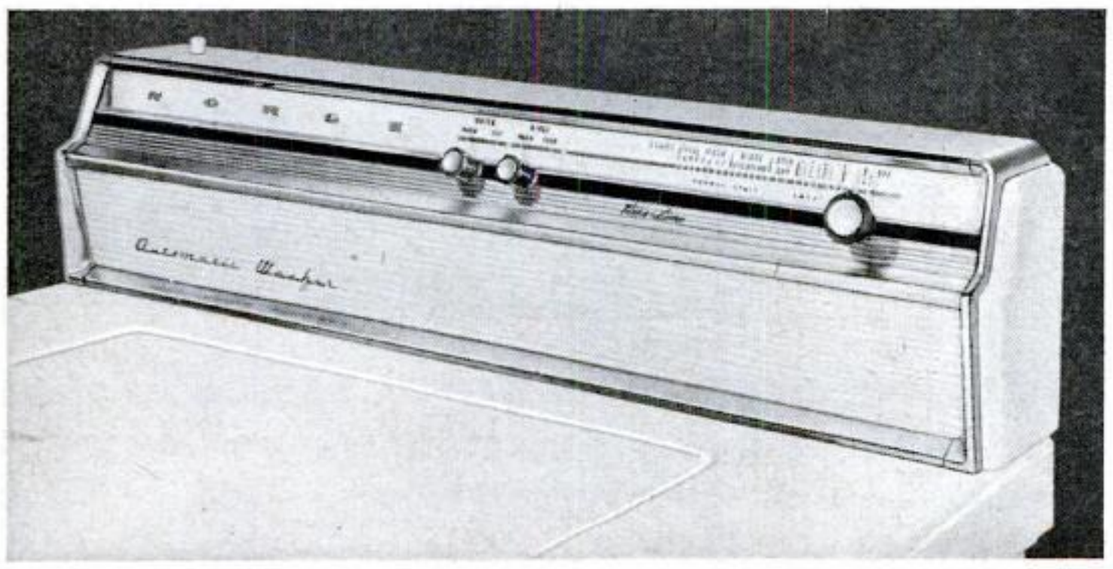
The famous Norge Super Rinse follows. Five separate purifying actions remove all lint, floating dirt, soap or detergent film, to give you the whitest, brightest, softest wash ever!



PROOF FROM THE LABORATORY. Amazing Reflectometer test registers diaper whiteness. Picture at left shows the amount of light reflection from diapers rinsed ordinary way. Right, the same diapers rinsed in Calgon. They're softer, fluffier, up to 39% whiter!



PROOF AT HOME. Discover the film that stays in your wash! Take a clean dry handkerchief. Put it in a mason jar filled with water. Shake vigorously. Now add a teaspoon of Calgon (which makes no suds) and shake again. Watch soap film suds itself away!



FIRST 100% AUTOMATIC WASHER!

The new Dispenser Wheel makes adding Calgon to the rinse as automatic as the rinse cycle itself. Now you don't have to make an extra trip to your washer. And there's more:

Hot or Warm Wash. Pre-select the wash water temperature you want according to the fabric. Save hot water—save your clothes.

Warm or Cold Rinse. Pre-select the rinse water temperature. Your Norge automatically delivers either a warm rinse or a cold rinse that saves hot water and lengthens life of new man-made fabrics.

Automatic ReSUDSer saves hot water and suds for re-use.

Dual Time-Line Control. Your choice of two automatic cycles—regular for heavily-soiled family loads, short for small loads or extra-delicate fabrics.

NORGE®

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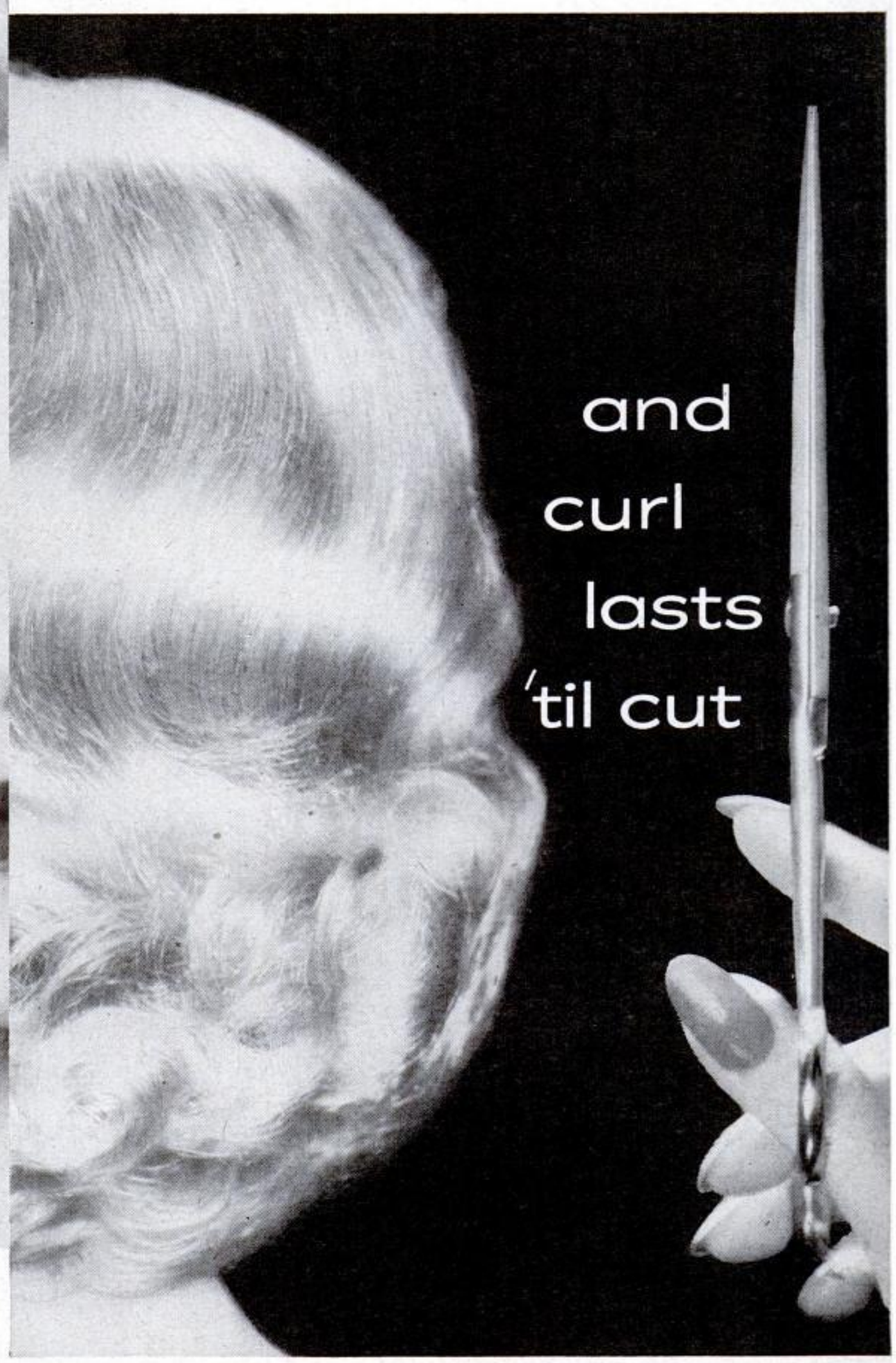
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new **LILT**_the **HOME PERMANENT** you just

squeeze on

and **love twice**...





just squeeze...
it's a breeze!
ends dip, dab,
press, mess!



NATURALLY SOFT CURL

SQUEEZE BOTTLE MAGIC! Lilt's new squeeze bottle distributes new Lilt lotion more evenly and thoroughly . . . far more quickly, too!

Curl-loving Lilt lotion instantly, gently goes to work... saturates every single hair more thoroughly!

THAT'S WHY your soft, lovely Lilt curl lasts and lasts until cut. Be a prettier you, tomorrow . . . with new Lilt!

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THEATER

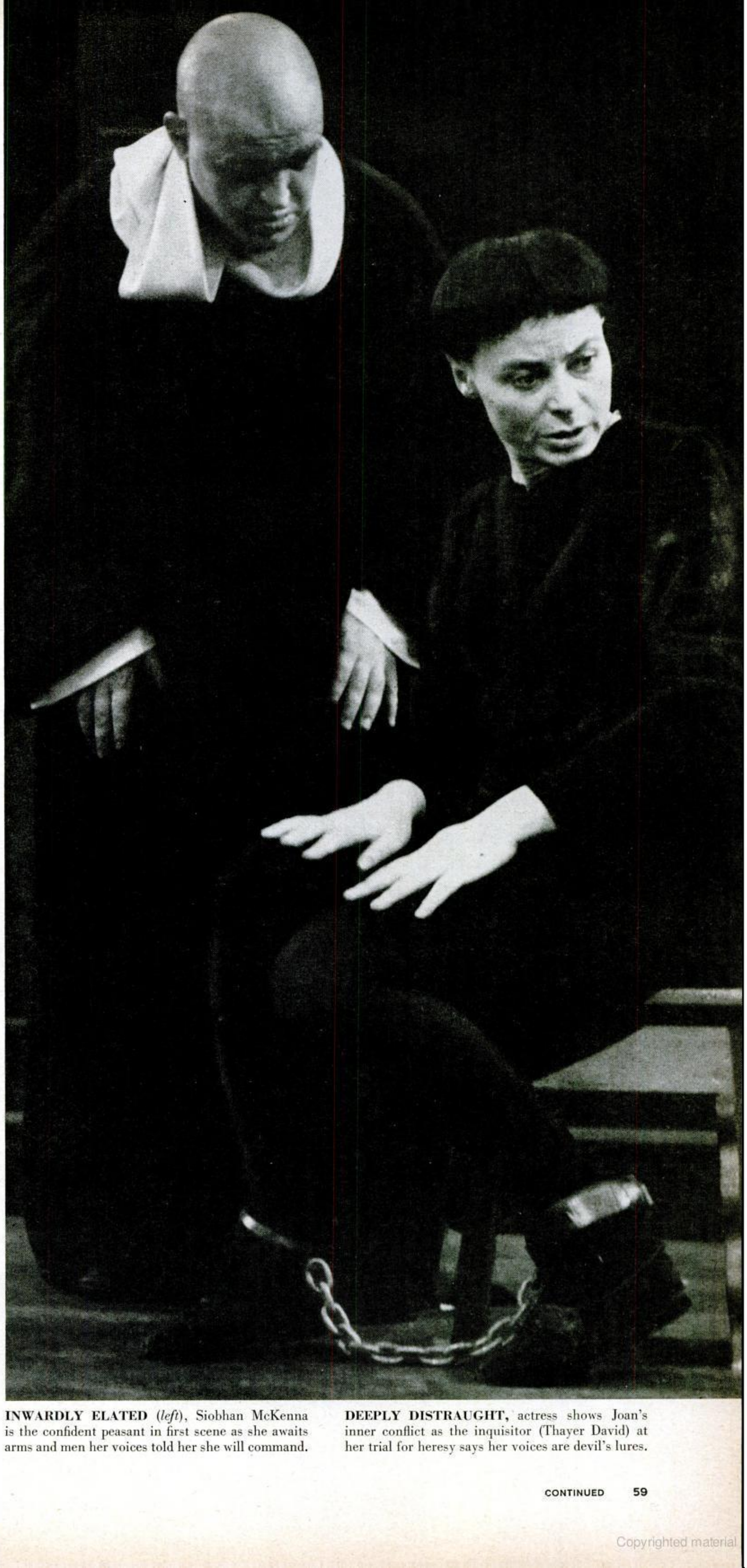
Siobhan Shows U.S. Her Joan

IRISH ACTRESS GIVES INSPIRED PORTRAYAL

The reputation of Siobhan McKenna (*see cover*) in the title role of Shaw's *St. Joan* has been mounting for the past two years. In Dublin and London she was called "inspiring." In Boston, during last month's tryout, she was called "the greatest Joan of our generation." This week in New York, where *Joan* opens at the Phoenix Theatre, critical playgoers were prepared to match the reputation with the reality of McKenna's performance.

The exacting role of Joan has been tackled by some of the world's leading actresses. Where Siobhan (pronounced Shevaun) McKenna surpasses them all is in her deep conviction that Joan was divinely inspired. Her Joan truly hears the heavenly voices which compel her to lead the French army against the English invaders and in the end truly becomes a saint. Along with this, Miss McKenna brings to the role a soft Irish brogue and a plain peasant-like hardiness that shines with honest beauty.





INWARDLY ELATED (*left*), Siobhan McKenna is the confident peasant in first scene as she awaits arms and men her voices told her she will command.

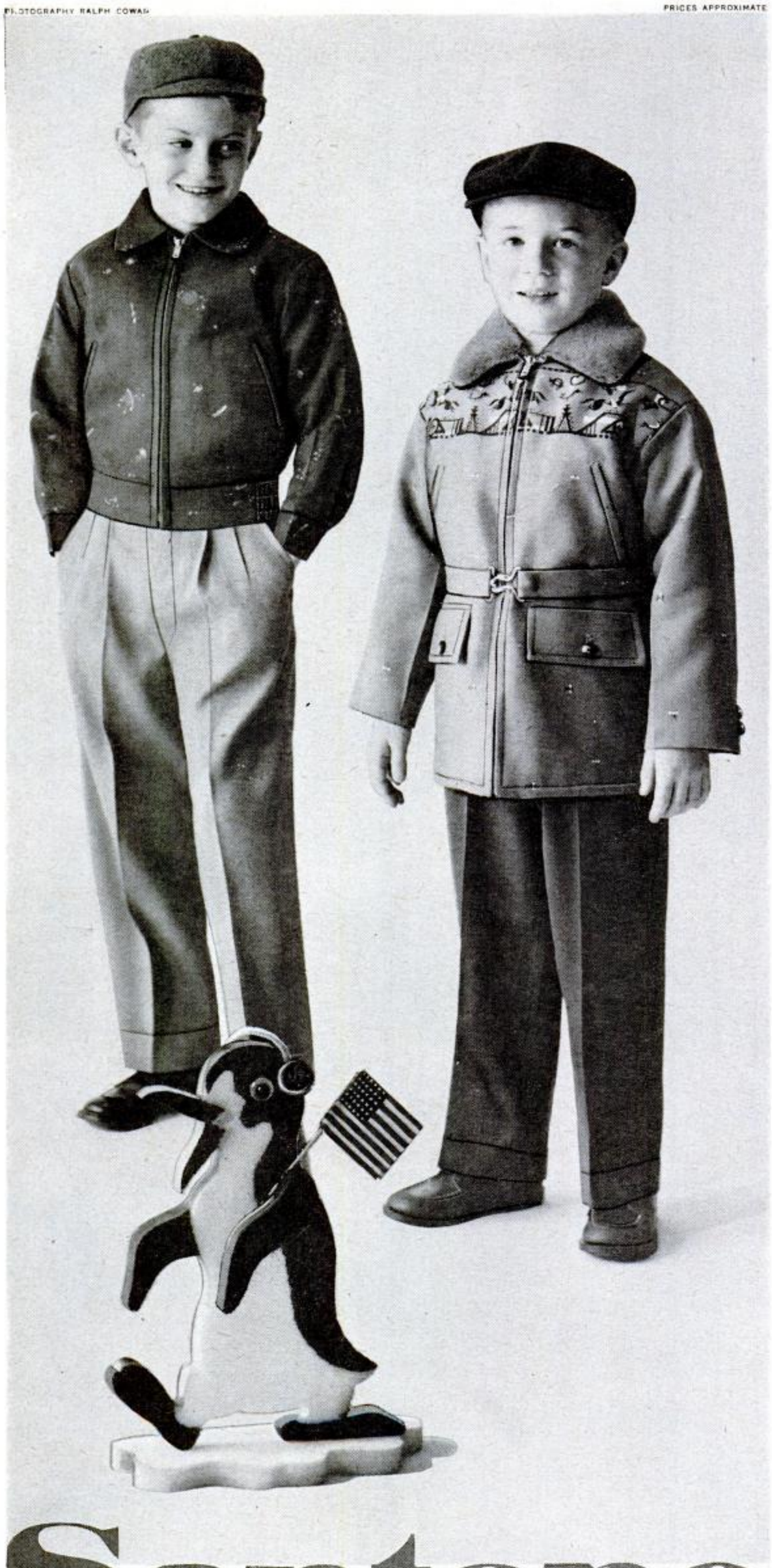
DEEPLY DISTRAUGHT, actress shows Joan's inner conflict as the inquisitor (Thayer David) at her trial for heresy says her voices are devil's lures.

CONTINUED 59

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PHOTOGRAPHY RALPH COWAN

PRICES APPROXIMATE



Santone

outfits little america in the new manner

Featherweight warmth...boy-becoming colors...that's the Santone Manner for your small son's beloved jacket or surcoat. Those illustrated are in prints exclusive with Santone. Tailored for fit-with-freedom, it's the outerwear a boy likes...and instinctively knows is *right* in his small world. See this Santone Manner, 9 months to size 16 in the little america collection. At leading stores everywhere—or write us for nearest dealer.

Jacket: 2-6x $7.50; 8-12 $8.98; 14-16 $9.98; Slacks: 1-6x $3.98; 6-16 $4.98; Surcoat: 2-6x $11.98; 8-12 $12.98. Slacks: 1-6x $3.98; 6-16 $4.98

Santone® by Juvenile • 327B N. Flores Street, San Antonio • New York • Dallas • Chicago • Los Angeles



WITH PATIENT CARE actress instructs the Dauphin (Michael Wager) on how to act like a true king of France. As his tutor, she calls him Charlie but counsels him to be brave and to carry himself in a regal manner at all times.



WITH A WARLIKE SHOUT she charges off with her battle commander (Earle Hyman), leader of the French troops, who is waiting for a favorable wind before raising siege of Orleans. Joan's prayers brought the wind needed.

CONTINUED

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Ever tried family travel the Pullman way?

It's the happy, comfortable, carefree way to travel!









Cozy family privacy! In spacious room accommodations, the whole family enjoys *private* fun and relaxation. Clean, individually air-conditioned Pullman quarters with private toilet facilities. Even *Dad* can enjoy the close-up of the countryside. No weather worries, no highway jitters!

Freshly-cooked meals! Pullman offers *real* freedom from eating problems. No time-wasting stops, no searching for eating places *or* lodging. Your choice of finest foods, freshly prepared and expertly served —enjoyed leisurely in your own quarters if you wish, or in the spotless dining car.

Sweet dreams on the way! When little ones grow weary, there's the matchless comfort of a king-size, snow-white bed. No overnight delays, no travel fatigue. Every member of the family enjoys a good night's sleep. And just the touch of a button brings prompt, courteous room service!

Arrive safely—right on time! Pullman's safety record *proves* you are safer in a Pullman than in your own home! And Pullman is famous for prompt departures and arrivals—in the heart of town. In any weather, any season, you can entrust your loved ones to Pullman's expert care.

Your local Ticket Agent will help you these five ways:

1. *Provide information on routes, schedules, Pullman accommodations and fares.* **2.** *Make your Pullman reservations, going and returning.* **3.** *Furnish your rail and Pullman tickets.* **4.** *Assist you in planning stop-overs and side trips.* **5.** *Have a convenient "rent-a-car" reserved for you when you arrive at your destination, if desired.*

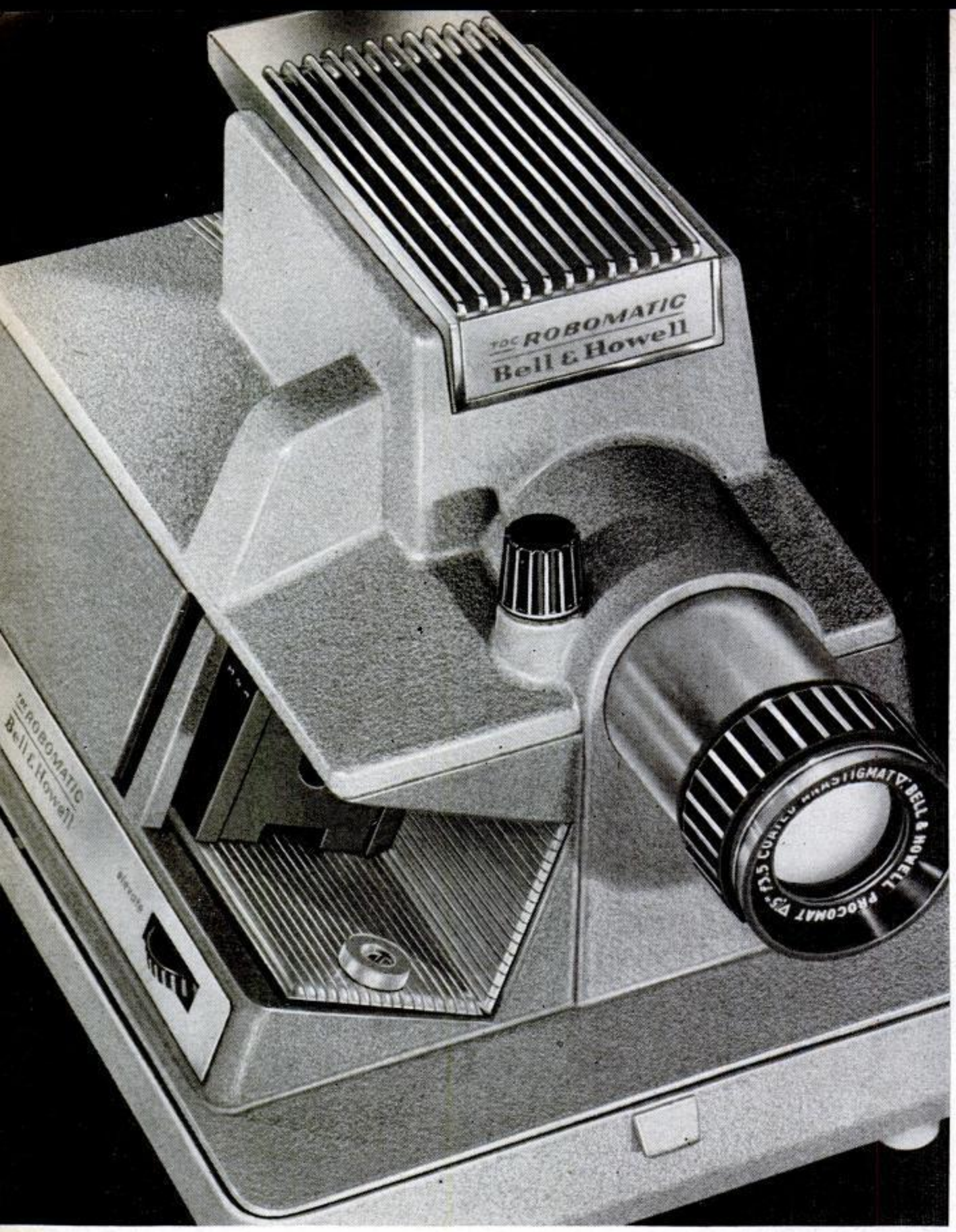
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YOU'RE SAFE AND SURE
WHEN YOU TRAVEL BY

Pullman

. . . COSTS LESS THAN YOU THINK!

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TOTALLY AUTOMATIC!



"Take your choice" time cycle control! New calibrated dial times slides automatically . . . lets you change or hold slides at will.



It's front row center for you! What showmanship! The exciting new Robomatic runs itself while you take any seat in the house.

New Robomatic shows slides by itself

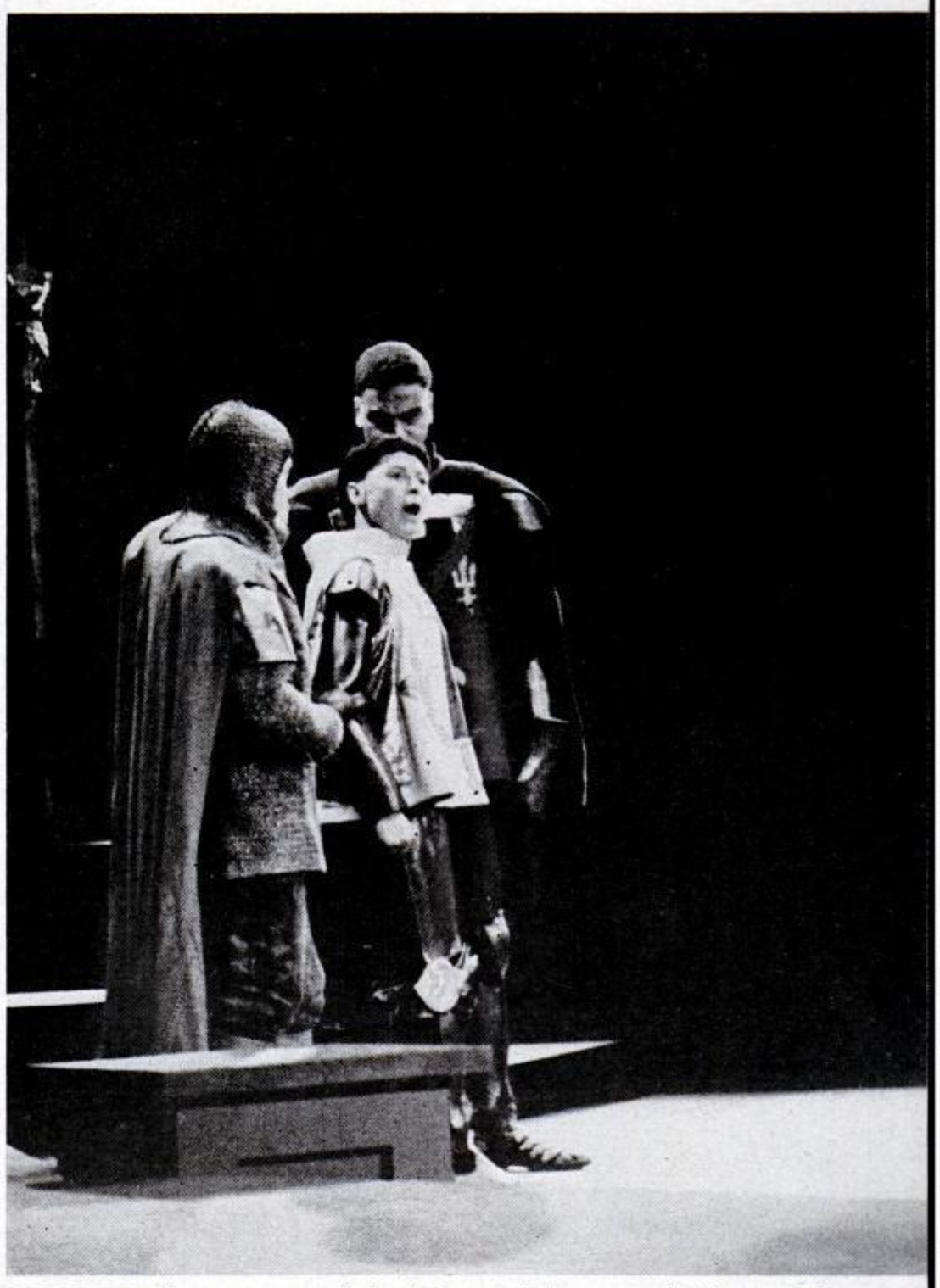
Just set it and relax. Get up front with the audience. Now you can show up to 45 minutes of slides without touching the projector!

The remarkable Robomatic changes slides *automatically* at the interval you select. Hold a slide or change the cycle *without leaving your chair* – the remote control dial lets you adjust the time interval from seconds to a minute or more. See it in magical action at your Bell & Howell dealer's or write for free booklet. Bell & Howell, Department L-15, Chicago 45, Illinois. Complete with matched carrying case, $149.50.

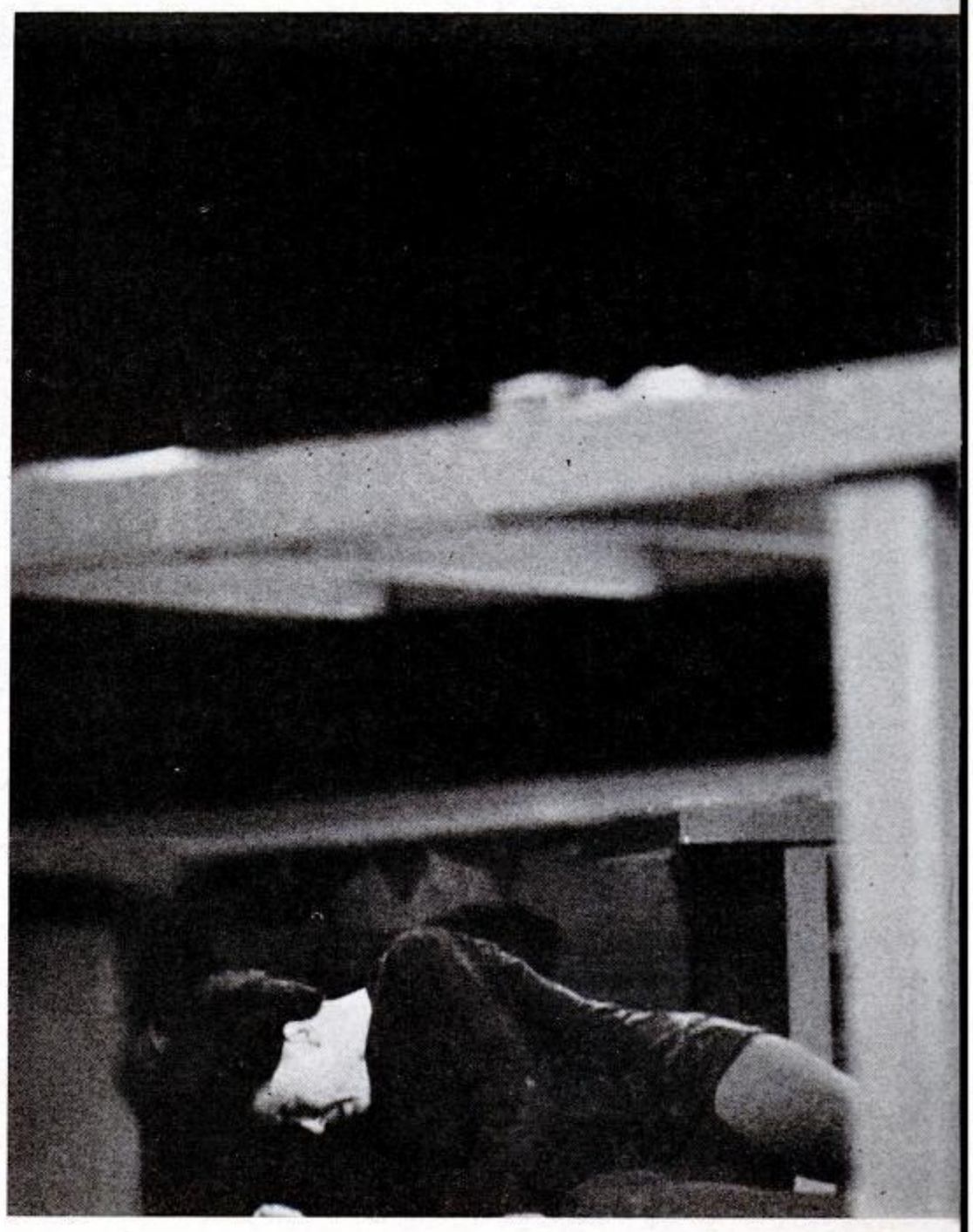
FINER PRODUCTS THROUGH **IMAGINATION**

Bell & Howell

SIOBHAN CONTINUED



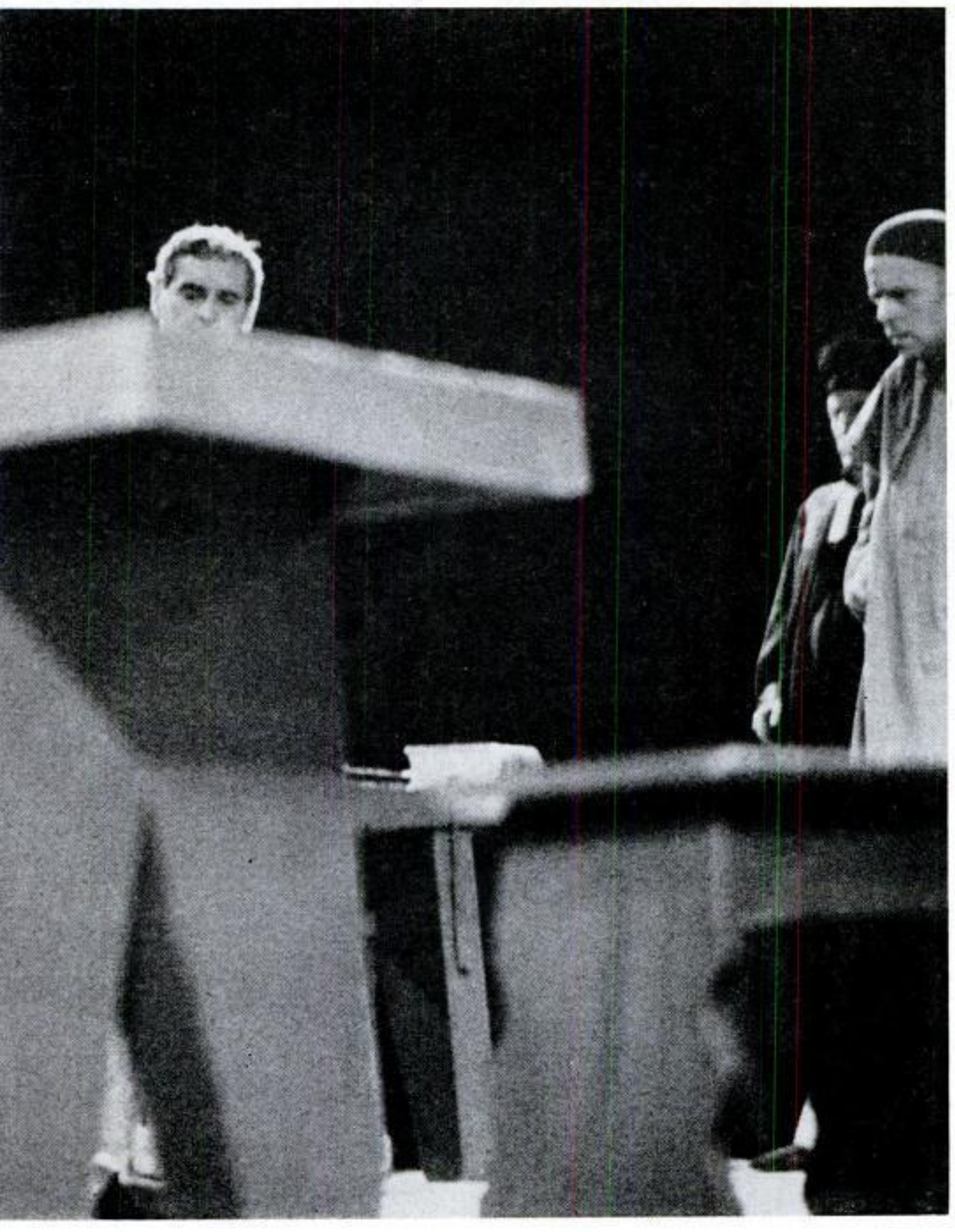
REJECTED, the actress stands back in astonishment as she learns neither the archbishop nor the king (*standing with a courtier at right*) will longer trust the heavenly voices which have directed her to save all of France.



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SUFFERING, she throws herself to the floor in anguish at her heresy trial when she finally realizes that unless she completely denies that her guiding voices come from saints in heaven she will be burned at the stake as a witch.



CONTINUED

4.8

Fashion . . . a man's world, too



THE GORDON SUSSEX $5.00

Last minute style story . . . the dateline may be Washington, San Francisco or Chicago, but the news is the same—the Arrow *Gordon Sussex* with its trim button-down collar is fashion-right all over America—the perfect companion for the new slimmer suits. The *Gordon Sussex* is the perfect shirt for any man's wardrobe, "Mitoga"-tailored of "Sanforized" oxford cloth. *Gordon Sussex*, $5.00; Arrow all-silk Tie, $2.50. (Arrow Shirts are available in boys' sizes, too.) Cluett, Peabody & Co., Inc.

ARROW — first in fashion

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Adola

The only bras that give you EXTRA BIG VALUE!

EXTRA! Comfortable fit
EXTRA! Flattering pre-shaped cups
EXTRA! Breathe-easy elastic front 'n back
EXTRA! S-m-o-o-t-h controlling band

Top: "Budget Beauty." Cotton or nylon, also gently padded cotton.

99¢

Right: New! Super quality, four-section cups, single-needle stitched, popular no-curl anchor band.

$1.49

Adola BRA 99¢

Guaranteed ONE FULL YEAR

. Pre-Packaged for your convenience!

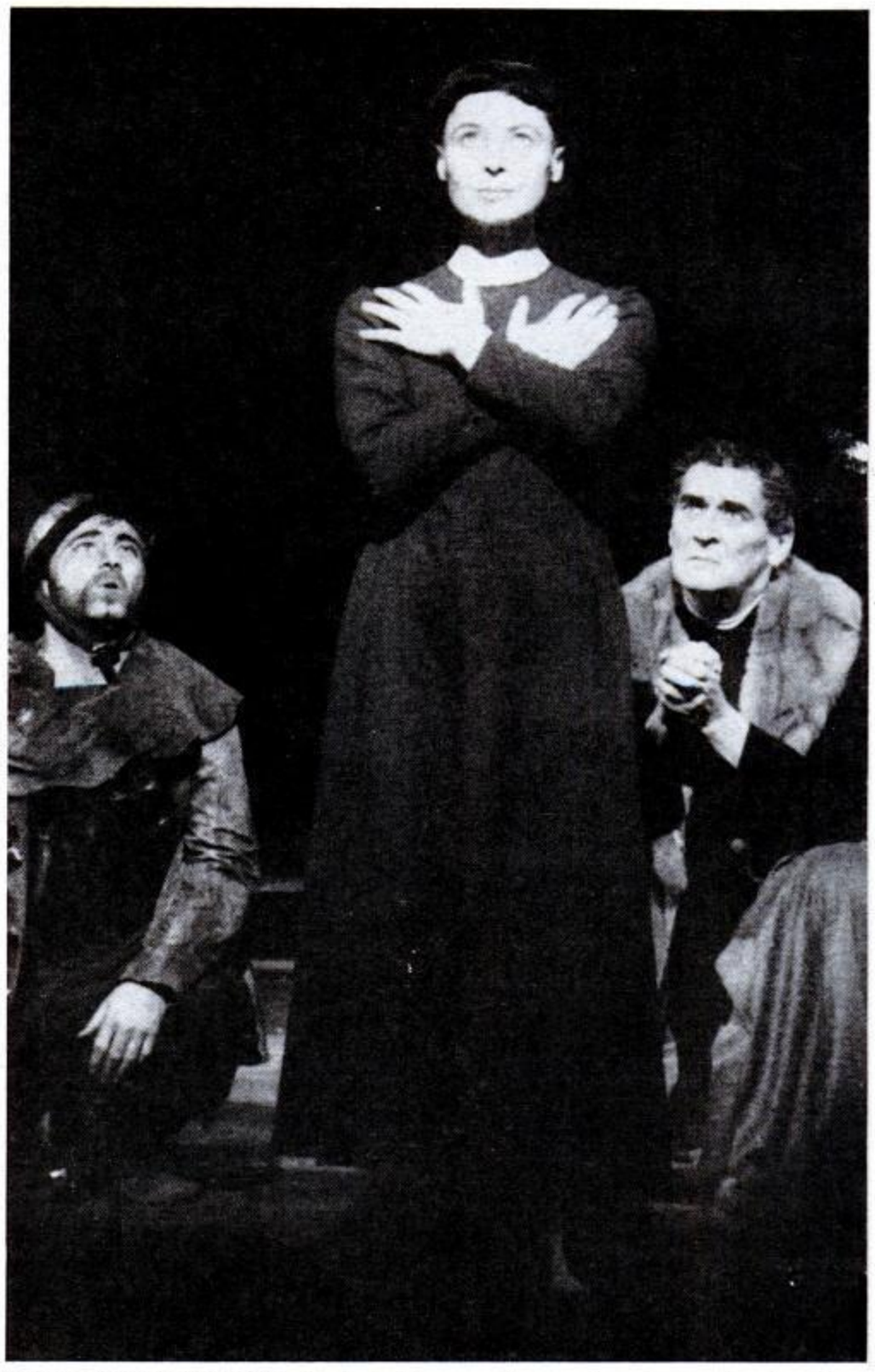
Sold only at leading Variety and Self-Service Stores . . . where you *help yourself* to real savings!

GUARANTEED ONE FULL YEAR

THE ADOLA BRASSIERE COMPANY, 180 Madison Avenue, New York 16



IN FERVENT RAGE when she learns that her confession of guilt will save her from the stake but not from a lifetime in prison, Joan recants her confession and shouts to the court, "Light your fire. . . . My voices were right."



IN A SAINTLY GLOW, in play's dream epilogue, Joan learns she has been canonized by the church that let her be killed. Soldier at left (Peter Falk) is a one-day-a-year refugee from hell. Bishop (Ian Kieth) had let her burn.

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GEORGE SANDERS, INTERNATIONALLY FAMOUS STAR OF STAGE AND SCREEN.

"MIND IF I CALL IT A *RUDDY* MARY?" Indeed not, Mr. Sanders. We bow to the traditional British avoidance of the word "bloody." Ask for your Bloody Mary by *any* name, but take the precaution of insisting that it be made with *Smirnoff* Vodka. (There are other brands, you know. Couple of hundred at the last count.) But in a *Smirnoff* Bloody Mary—or "*Ruddy* Mary" if you will—the tomato juice cocktail soars to the heights of glory—subtle, suave and delicious beyond compare. There's something about crystal clear, flawless *Smirnoff* Vodka that makes the difference. Try one and see.

it leaves you breathless!



Smirnoff®
THE GREATEST NAME IN VODKA

80 AND 100 PROOF. DISTILLED FROM GRAIN. STE. PIERRE SMIRNOFF FLS. (DIVISION OF HEUBLEIN), HARTFORD, CONN., U.S.A., FRANCE, ENGLAND, MEXICO.

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Take a look at yourself about to buy a house!

A new house means a new outlook, and not just through picture-windows. You add new furniture, you concentrate on decorating, your whole mode of living has a spruced-up look…and that includes sprucing up your attire. Pan American tweeds are top-favorites with the landed gentry, in town or out, in business or leisure hours. You'll be proud of your Pan American suit by Hart Schaffner & Marx, the sartorial architects who blueprint your wardrobe-success for *all* occasions.

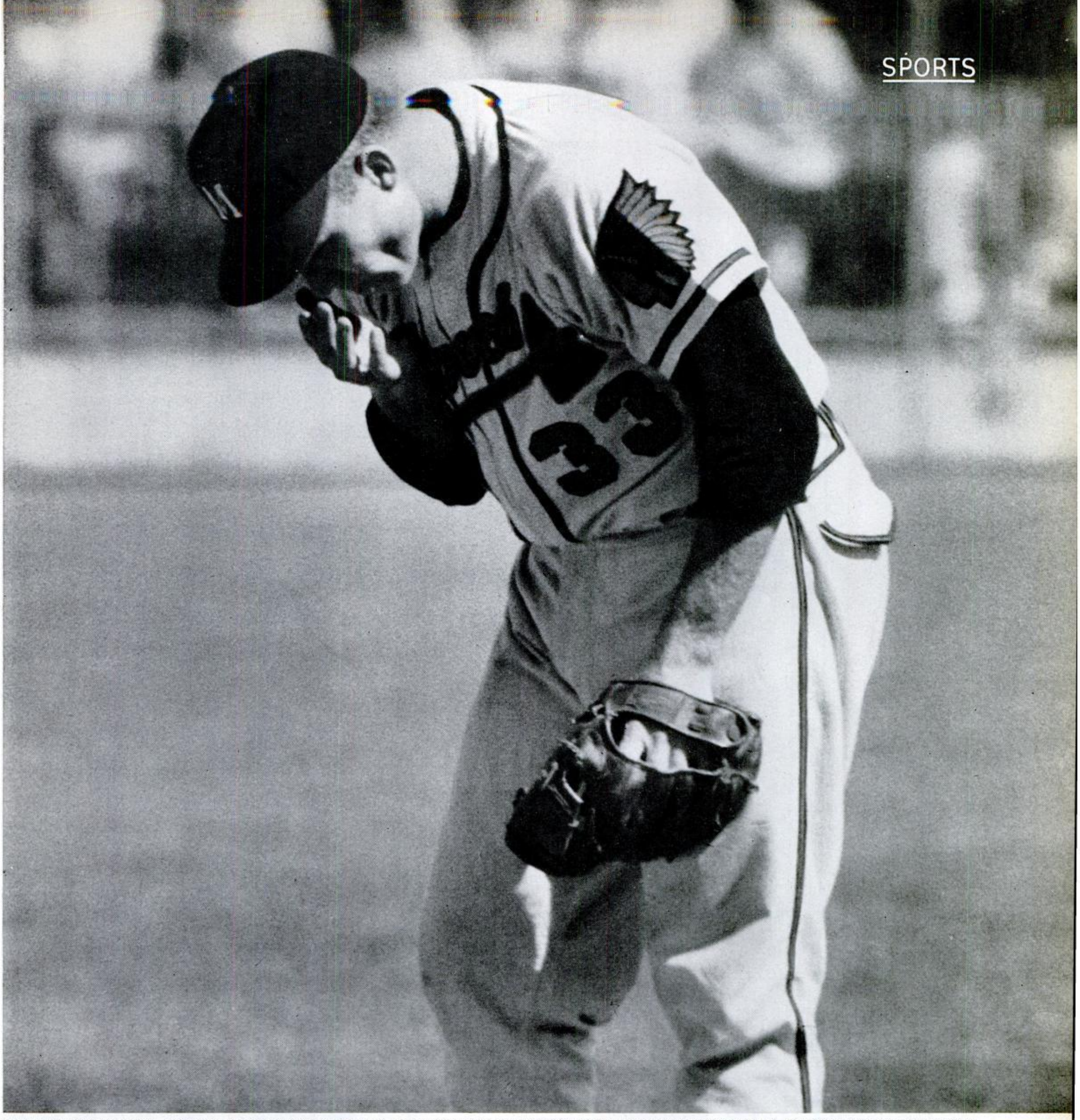


TAKE A LOOK AT YOURSELF IN PAN AMERICAN TWEEDS, tailored by Hart Schaffner & Marx. The wonderful softness and Spartan hardiness of this superb fabric are achieved by blending soft, silky wool from the warm climes of the Argentine with sturdier wools from the cold climes of Chile. The result is a tweed which is surface-soft yet rugged-wearing, and much lighter in weight.

The 3-button, center-vent suit-coat is slimly straight with patch-and-flap pockets. *The raglan-sleeve top coat* has single-stitch edges and generous swagger-swing lines.

HART SCHAFFNER & MARX

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PITCHER LEW BURDETTE, ACCUSED OF THROWING SPITBALLS, IS CAUGHT BY THE CAMERA ACTING SUSPICIOUSLY AS IF HE IS PREPARING TO THROW ONE

THE CASE OF THE SUSPECTED SPITTER

Opponents accuse Milwaukee's ace Lew Burdette of pitching 'wet ones'—but have never caught him at it

The center of baseball's angriest argument this season is a calm, calculating pitcher named Lew Burdette, the most effective on Milwaukee's highly effective staff. Burdette has been accused vehemently and repeatedly of throwing what the trade calls "wet ones"—*i.e.*, baseballs doctored illegally with spit or perspiration to make them do strange things in flight. Harried umpires, responding to shrill protests, keep inspecting balls he has thrown for telltale signs of sogginess. So far they have found none. But the photograph above by LIFE's George Silk is dramatic evidence that if Burdette is not actually a spitball artist, he is giving a convincing demonstration of what he would do if he were one.

His sinker ball behaves exactly like a spitter. It breaks sharply, as if it were falling off a table. Brooklyn's Roy Campanella, who used to catch spitballs in the Negro leagues where they were legal, explains that not much saliva or perspiration is needed for a spitter—just enough to wet the ends of two fingers. Cincinnati's Manager Birdie Tebbetts hotly protests that Burdette breaks every rule in the book with his mannerisms on the mound (*next page*), which allow him ample time to doctor the ball. Sometimes Burdette denies the charges, sometimes he just acts coy. He is content since he gets paid on performance and right now he has the most shutouts and the lowest earned run average in the National League.

CONTINUED

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From ***PARKER*** *comes the ball point*
that writes like a fine pen



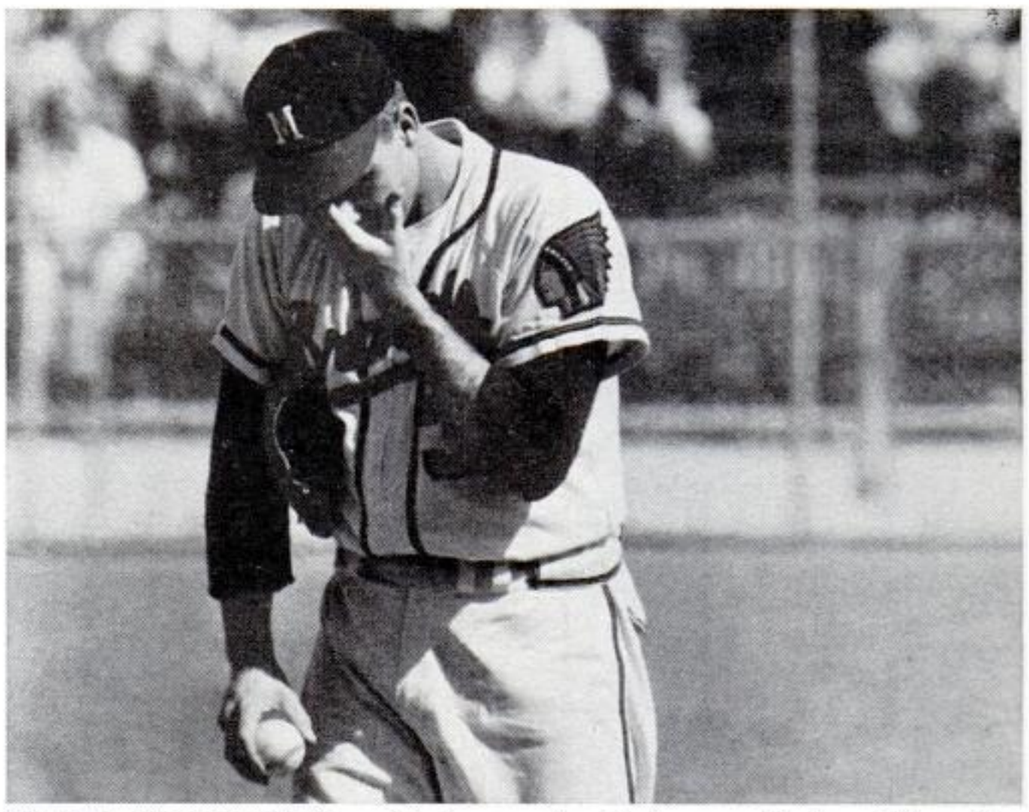
writes 5 times longer

than any ordinary ball point pen. Parker Jotter writes on and on —smoothly, clearly, dependably—without skipping or leaking. One giant-size Jotter cartridge writes over a year for most people . . . saves money and inconvenience of frequent refilling. Jotter is made by Parker to look, feel and perform like the fine pen it is. It's *the* outstanding ball point . . . yet Jotter is only **$2.95**

Your choice of point sizes—extra fine, fine, medium and broad.

***Jotter**-the **Parker** ball point pen*

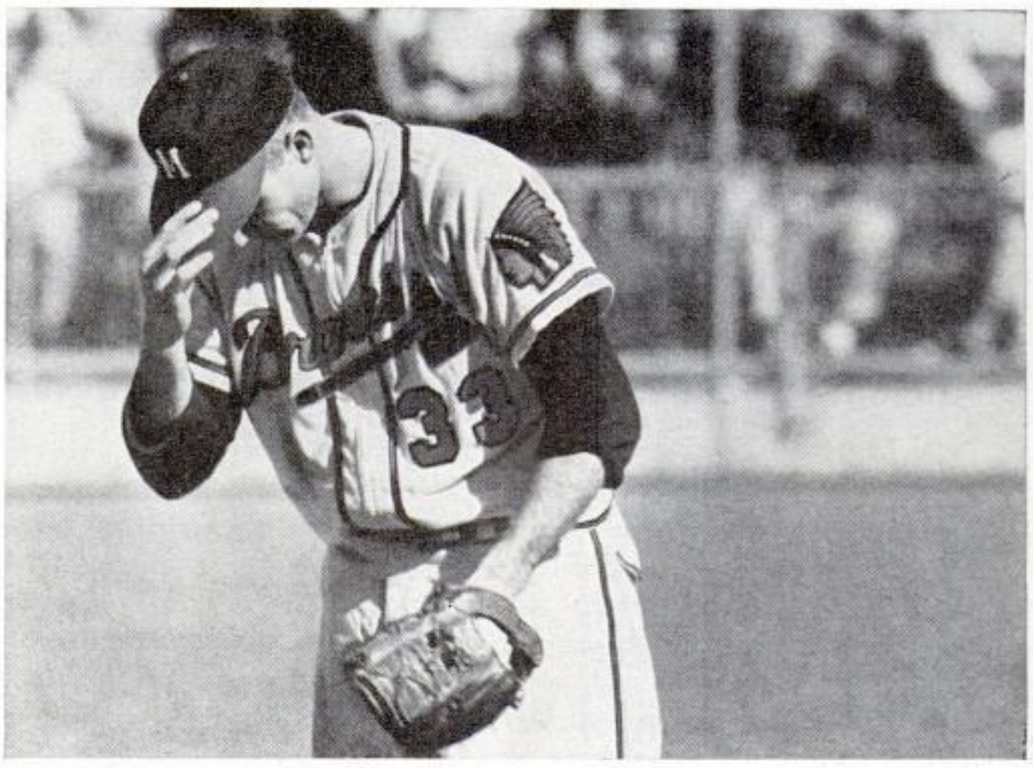
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WIPING HIS BROW, Lew Burdette rubs off the perspiration. His critics point out that it is a simple matter to transfer few drops of sweat to the ball.



TUGGING AT UNIFORM is part of Burdette's fidgety routine on mound. It could serve, say opposing teams, to distract attention from wetting the ball.



ADJUSTING CAP, Burdette finally gets set to throw. "I'm not nervous out there," he says. "I'm just trying to make the batter a little overanxious."

CONTINUED

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NOW! CANNON'S FINEST QUALITY STOCKINGS FOR ONLY $1*

Full-fashioned 51-15s and 60-15s sheer, flawless, flattering

Now, for the first time, just $1 buys you the best full-fashioned stockings made!

Because they carry the familiar, reliable Cannon label, you know that every pair is perfect, long-wearing and beautiful. They must meet Cannon's rigid inspection standards—the highest in the industry! Cannon nylons are *knit* to fit—in proportioned sizes—feet perfectly shaped for perfect fit at ankles and heels—and with exclusive Cannolin (with lanolin) snag-resisting finish.

Whether you buy them by the pair or by the dozen, you'll know you're getting highest quality—and SAVING MONEY!

Look for these lovely low-priced Cannons at your favorite store.

CANNON MILLS, INC., 70 Worth St., New York 13, N.Y.
Makers of long-wearing Cannon towels and sheets

TRADE MARK CANNON

*** CANNON SEAMLESS AND STRETCH SHEERS NOW ONLY $1.25**

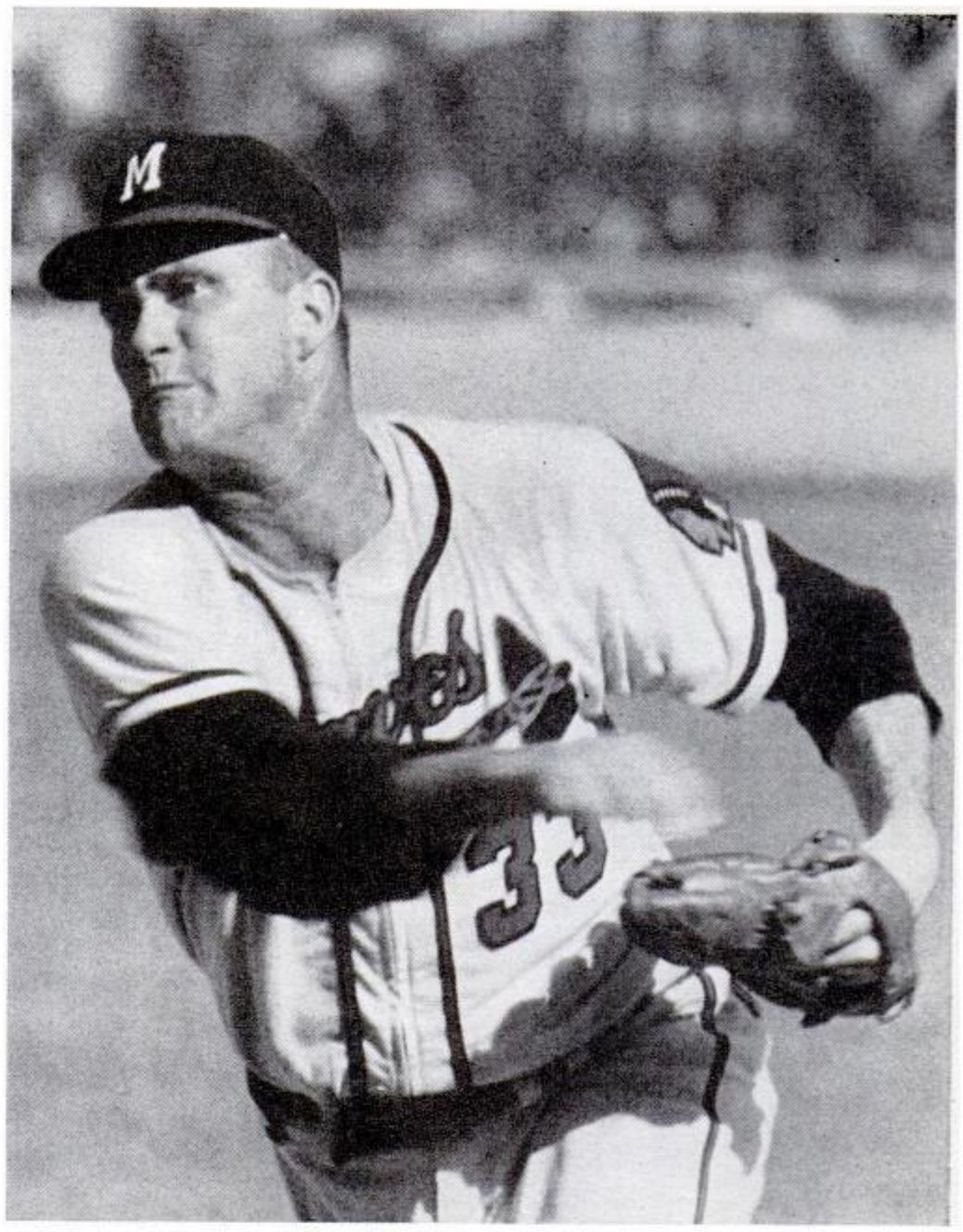
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SHIRTMATE TIE, $1.50

WHITE, $3.95, SUPERFINE WHITE, $5.00, COLORS, $3.95, OXFORD BUTTON-DOWN, $5.00

At better stores everywhere, or write to Phillips-Jones Corp., 417 Fifth Avenue, New York 16, New York • Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear • Sweaters



ORTHODOX DELIVERY makes Burdette look like any other pitcher. By the time ball reaches catcher's glove any wetness applied would have evaporated.



SPITTIN' IMAGE of his father, Lew Jr. enthusiastically describes a pitch his old man threw. At least 15 other big leaguers are suspected of throwing spitters.

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New sleep set saves you $50

EXCLUSIVE AT Montgomery Ward



When you feel the comfort Wards had specially designed into this new mattress and matching box spring, the prices will please you even more. Here are a few features that tell of the quality you'll find. Our 54″ mattress has a heavily insulated 312-coil innerspring unit for gentle yet firm body support throughout. 8 fresh-air ventilators. Pre-built, nonsag borders. Trim and handles of strong Lurex cord. Heavy sateen cover. Box spring has 72 deep coils of extra-heavy steel. Buy the set *now* during Wards special sale—save more than either the mattress or box spring costs alone!



Mattress and matching box spring, full or twin size, each

$34.50

$4 down on terms

Save $25.00 each. Mattresses and box springs of this superb quality are usually advertised nationally to sell for $59.50 each.

Available in any of Wards 566 retail stores, 370 catalog stores or 9 mail order houses throughout the U. S.

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Now enjoy the tangy tomato-cheese goodnes

New! Chef Boy-Ar-Dee

complete with mellow Italian-style cheese and



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of real Italian pizza!

Pizza Pie Mix

Chef's incomparable Pizza Sauce!

Imagine—now you can serve this tantalizing Italian dish just as it's served in Naples—sizzling, savory, seasoned to perfection.

It's so *easy* with Chef Boy-Ar-Dee Pizza Pie Mix! You get all the ingredients in one package—complete makings for tender crust—zippy, tomato-rich sauce, ready to use—even grated Italian-style cheese to sprinkle on top.

In 20 minutes of baking you have pizza bubbling with true Italian flavor!

It's a snack sensation! Cut Chef Pizza into bite-size pieces for tasty appetizers. Serve in wedges for a TV or party snack. Guests will love it!

And what a wonderful change for Saturday lunch. (Wait till the kids get a taste!) Or if you add tossed salad and fruit for dessert, Chef Pizza is hearty enough for dinner. Each box makes 5 meal-size servings. Try it tomorrow!

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FLAIR'S "BALANCED" PLACE SETTING is a new idea in beauty. Handles curve toward plate from both left and right.

She entertains with... Flair

Strikingly beautiful! FLAIR—in 1847 Rogers Bros. —is the newest, most modern of silver designs. Dramatic in its simplicity. Bold in its sculpturing. Graceful in its gleaming sweep of curve. Created to lead a long and busy life . . . it's America's finest silverplate. Holloware to match. Doesn't your table need new FLAIR?

Services to suit your need at terms to suit your purse. Made only by The International Silver Co. Also made and sold in Canada.

International sets the loveliest tables in America

REMEMBRANCE

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1847

1847 ROGERS BROS.

America's Finest Silverplate

SERVICES FOR 8 START AS LOW AS $59.75. NO FED. TAX. BUDGET TERMS.

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WELDING SCULPTURE, RUTH VODICKA ALTERS SHOULDER OF HER STATUE OF WILLIAM TELL. METAL AND TANKS OF GAS USED FOR SCULPTURE COST $46

SCULPTOR'S TORCH PAYS OFF

Woman mends machines to pay for her welded art

In 1953, when Ruth Vodicka set up her studio in a New York City garage, a stream of amazed onlookers came to watch her create sculpture with a torch and welding rod. But amazement at Mrs. Vodicka as a sculptor turned to admiration for her as a welder. Soon she was besieged by customers eager to have her repair everything from cars to sewing machines.

These jobs as a welder cut in on Mrs. Vodicka's activities as a sculptor but provided the necessary money for her art materials. As a result, she has produced 22 works which have earned her a considerable reward for a young sculptor: her first one-man show in New York.



WELDING FENDER, Mrs. Vodicka repairs one of six car parts (*rear*) which paid for *William Tell.*

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BAND-AID
TRADE MARK

PLASTIC TAPE

new dispenser cuts tape for you!



*Flesh-colored

*Won't loosen in water

Johnson & Johnson

SCULPTOR
CONTINUED



"OUTCRY," a 45-inch figure which required $79 worth of bronze and gas, was paid for by welding four sewing machines, two fans and various machines for making zippers, neckties and for tying bundles.





MINUS GOGGLES, the artist readies *Outcry* for show at Associated American Artists by removing welding residue. Although her studio is no longer in the garage, she gets more repairing jobs than before.

"SONG OF DAVID," another 45-inch bronze, took five months to make, cost $76 in materials. To cover expense, the artist welded eight sewing machines, one postal meter, three tables, two lamps.

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UNDER THE WINGS

OF THE **FLYING**



Protection a mother appreciates

A mother's first thought is protection for her family . . .
that's why she stops at the "Flying A" for service
and "Flying A" Ethyl gasoline. Its instant response . . . its smooth
quiet power inspires confidence as she deftly drives through traffic.

Extra protection — extra power too, with Veedol 10-30 —
the all season Motor Oil that gives highest octane performance.
Drive in at the sign of the "Flying A" . . . for power . . .
for safety service — and charge it all on your "Flying A" Credit Card.

FLYING A ETHYL

VEEDOL 10-30 MOTOR OIL cuts carbon deposits
— curbs pre-ignition . . . adds up to 40 extra miles to
every tankful of gasoline.

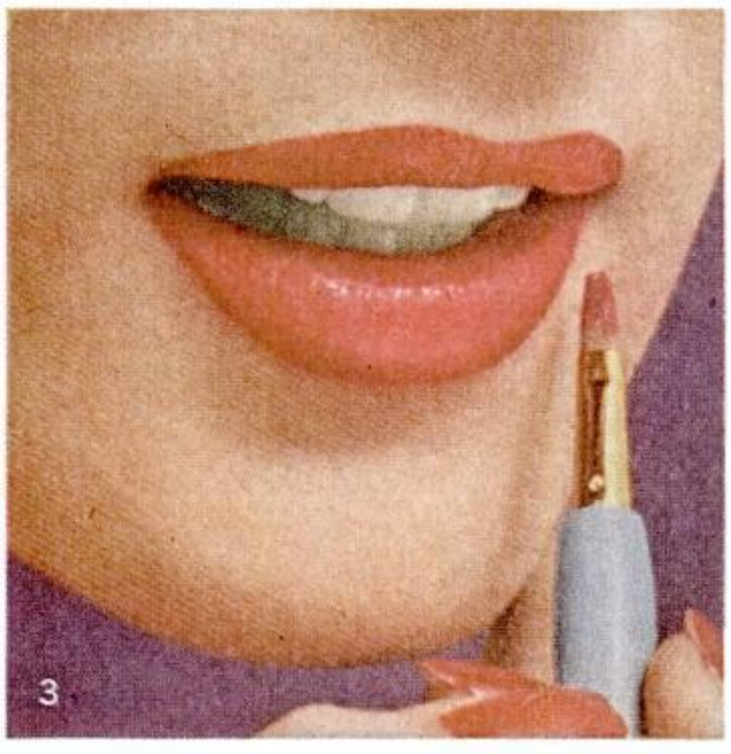
Painted by John McClelland for Tidewater Oil Company

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7 famous mouths stay ravishing-red...with

STAY-ALL-DAY

Sheer Velvet Lipstick



These top New York models make a lovely habit of this spectacular new lipstick by Dorothy Gray—Sheer Velvet. *One* application gives ripe-red richness all day, all night. "Lasts longer than any I've used" say 7 out of 10 women who chose Sheer Velvet in a national test. Slips on like velvet, contains softening ingredients to guard against a dry puckery feel. Also by Dorothy Gray—Super Stay and Creamy Regular types. 14 shades, $1.25.

You can get Dorothy Gray products in Canada.

For beauty the modern way... Dorothy Gray


6

The famous fashion models:

1. Nancy Berg
2. Georgia Hamilton
3. Alice Bruno
4. Ann Gunning
5. Mary Jane Russell
6. Dolores Parker
7. Ann Klem

The famous Dorothy Gray shades: Right Red—Siren—Queen's Taste—Figurine Look—Portrait Pink—Really Pink—Tangerine and seven others.


7

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THE FLAPPERS OF THE "SCANDALS" CHORUS LINE STARE AT A NEWSPAPER REPORTING KILLING OF A GANGSTER, THEN THEY GO INTO "BLACK BOTTOM"

Jazz Age Memories

The '20s were full of ginger and jazz and square in the middle of it all were three music makers straight out of the era of bathtub gin and coonskin coats, Buddy (*Just a Cottage Small by a Waterfall*) De Sylva, Lew (*Yes, We Have No Bananas*) Brown and Ray (*That Old Gang of Mine*) Henderson. They teamed up in 1926, and for the next five years kept the world dancing and singing to their tunes—to *Black Bottom*, *The Birth of the Blues*, *Button Up Your Overcoat*, *Sonny Boy*, *Life is Just a Bowl of Cherries* and dozens more. Soon, in a 20th Century-Fox film, *The Best Things in Life Are Free*, the merry world of De Sylva, Brown and Henderson will come bouncing back to life again.

REAL MUSIC MAKERS (*from left*), De Sylva, Brown and Henderson, talk to Producer George White in 1928. The trio worked as one on both words and music.

MOVIE MUSIC MAKERS Gordon MacRae (De Sylva), Dan Dailey (Henderson), Ernest Borgnine (Brown) do *Button Up Your Overcoat* with Sheree North.

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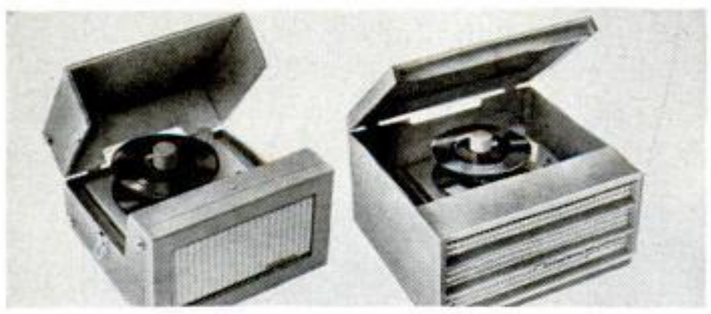
$5 buys you 60 Glenn Miller hits

–formerly $24.95—yours at a fraction of the original cost when you buy a new Automatic 45 "Victrola"®



Charcoal gray & coral, black & gray, or antique white & flame red. (7EY1) **$29.95.** Larger speaker, more powerful performance, model 7EY2. Two-tone gray or two-tone green. **$36.95.**

"Moonlight Serenade," "String of Pearls," "Little Brown Jug"—60 all-time hits like these are packed into Glenn Miller's Limited Edition #1. This big $24.95 value is yours *now* for only $5 with any of these great new 45 "Victrolas". Get yours at your RCA Victor dealer's today!



Automatic Portable 45 "Victrola"®. Plays up to 14 records at the touch of a button. Brown-and-tan or two-tone green. Model 6EY3. **$39.95.**

High Fidelity for $79.95! The *Mark VIII*, New 45 "Victrola"®. Multiple speakers. Mahogany finish (maple or light rift oak finishes, slightly higher). Model 7HF45.

Fabulous "45"—Most trouble-free, most popular record playing system ever!



More music—less money! Every "45" EP record brings you the same amount of music as 2 old-style records—for little more than half the price.



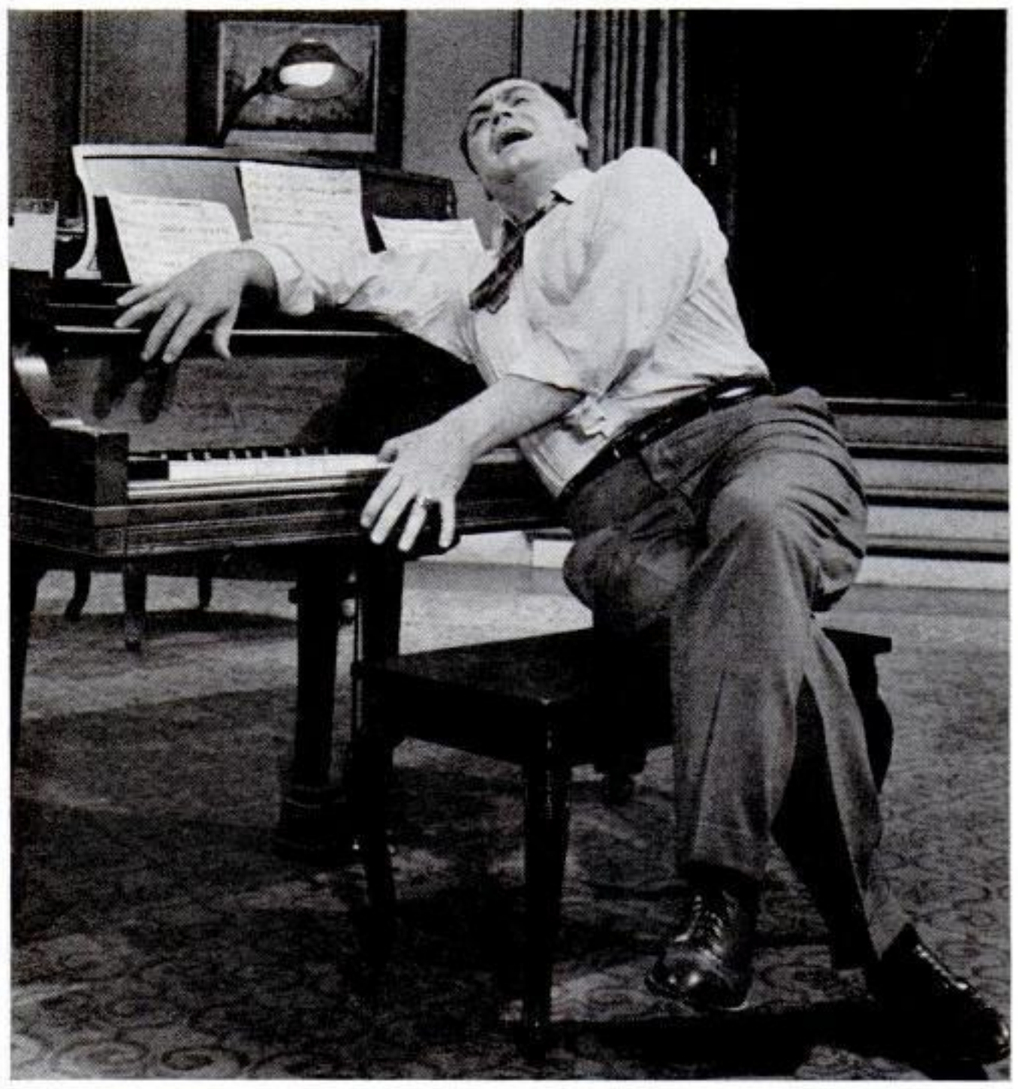
Up to 2 hours of music! Stack up to fourteen "45" EP records on big spindle. Velvet-smooth mechanism handles records gently, silently.



The music you want— when you want it—is on "45"! Dance music, jazz, classics, country and western music, rock and roll, children's songs.

RCA VICTOR®
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RADIO CORPORATION OF AMERICA
CAMDEN 8, NEW JERSEY

Manufacturer's nationally advertised list prices shown, subject to change without notice. Slightly higher far West and South. Most models also available in Canada. ®RCA trademark for record players.



BORGNINE AS SINGER making his musical debut in movies bellows as he gropes at piano for the notes that he hopes will smooth out a new song.



BORGNINE AS DANCER bounces at point at which dance will take place in *Follow Thru*. Team could never write scene without acting most of it out.

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of the BEST STOCKINGS MADE
NOW ONLY 79¢ and 99¢ thru Sept. 22



SAVE! These are the same Brand Name nylons that sell for 99¢ to $1.29. During this Sale only they are 79¢ and 99¢. Remember, all nylons are made of the same yarn . . . it's *HOW* they're made that makes the difference.

79¢ **POPULAR DRESS SHEERS**
51 gauge 15 denier
(regularly 99¢)

99¢ **FABULOUS S-T-R-E-T-C-H SHEERS**
15 denier "Second Skin" fit
Regular & Knee-High lengths
(regularly $1.19)

99¢ **S-T-R-E-T-C-H WALKING SHEERS**
Long-Wearing 30 denier
(regularly $1.29)

WIN! 100 FREE PRIZES*

1st prize $500 bond • 2nd prize $200 bond • 3rd prize $100 bond and 97 WARDROBES of FRUIT OF THE LOOM FINE NYLONS

Nothing to buy . . . nothing to think up . . . just fill in the entry blank and mail or take to your nearest FRUIT OF THE LOOM FINE NYLONS dealer. Public drawing will be held on Oct. 26, 1956 in N. Y. C. Winners will be notified by mail. No entry blank accepted after Sept. 22, 1956. For nearest dealer write FRUIT OF THE LOOM FINE NYLONS, 425 Fifth Ave., N. Y. 16, N. Y.

Mail or take to your nearest FRUIT OF THE LOOM FINE NYLONS dealer.

Name.....(please print)

Address.....City.....State.....

My hosiery size.....

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Treat your eyes to Color



in 5 lovely, iridescent, jewel-tone shades $1

Sapphire Blue ★ Amber Brown ★ Emerald Green ★ Blue Pearl Grey ★ Turquoise
Beautiful Gold-Tone Swivel Case

Fashion dictates that your eyes should be your most important feature—and you can bring out the color and clear look of your eyes by giving them a flattering background of eye shadow. It's so easy with the new Maybelline Eye Shadow Stick. The shadow can be the merest whisper, if you so desire—but if you wish a more dramatic effect, especially for evening wear, simply intensify the color.

Maybelline Automatic Eyebrow Pencil 79¢
Never needs sharpening—the only spring-locked crayon that can't fall out—gives soft feather-touch.
Natural-tone shades: Velvet Black, Dark Brown, Light Brown, Dove Grey or Auburn. Exquisite turquoise and gold-tone case. *39¢ for two long-lasting refills*

Maybelline Solid or Cream Mascara $1.25
The finest and smoothest mascara for long, velvety-dark lashes in seconds. Solid Form in gorgeous gold-tone vanity case . . . or Cream Form in smart carry-kit.

Maybelline Professional Eyelash Curler $1.00
Special soft-cushion method works gentler, quicker, easier. Gold-tone. It's the finest precision-curler made. Cushion Refill, only 10¢.

Maybelline Precision Eyebrow Tweezers 29¢
Tweeze with ease—these silvery tweezers are designed with the "grip that can't slip." Straight or slant-edge.

Choice of smart women the world over



BIRTH OF THE BLUES is a dream ballet in which Jacques D'Amboise plays a prisoner who breaks out of jail and dances in the street with Sheree North.



END OF THE BLUES and the dance comes when the sheriff arrives and hauls D'Amboise back to his jail cell, leaving time for only one last embrace.

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HOW MUCH does nourishment weigh?



"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-toasted rice.

If you stage this little balancing act at your own breakfast table, you'll see for yourself that food doesn't have to be heavy to be loaded with vitamins, minerals, body-building and energy values. Light as Kellogg's Rice Krispies are on the spoon, they give you the important nutrition of sun-ripened whole grain rice. Trim young moderns are rediscovering this as a surprising source of nourishment without weight. Isn't that what you want?

Kellogg's RICE KRISPIES



Snap! Crackle! Pop!

This famous cereal, which has helped nourish generations of children, has amused them too by going "Snap! Crackle! Pop!" These engaging sounds are its way of reporting that Kellogg's Rice Krispies is the world's crispest cereal, and stays crisp right down to the bottom of the bowl.

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GENERAL ELECTRIC
TWO SPEED — MULTI CYCLE
AUTOMATIC WASHER
WASH ACTION
SPIN
WASH
RINSE
WATER SAVER
SUDS
SLOW
WARM
COLD
SAVE
FILTER-FLO



NEW...
1957 General Electric Filter-Flo® Washer

with 2 wash speeds—2 spin speeds to suit all types of fabrics

No lint fuzz on clothes! General Electric's new Filter-Flo Washer cleans and recleans wash water to give you cleaner clothes. As you wash, lint is caught in the filter instead of on socks, linens, cottons. Sand and soap scum are removed automatically.

Two wash speeds . . . two spin speeds! Now you can simply set any combination you wish to give every fabric "exactly right" washing care. The 1957 Filter-Flo lets you choose either Normal or Slow Wash Action Speed . . . and Normal or Slow Spin Speed. Wash nylon shirts without setting wrinkles. Wash "fragiles" without frays. End hand washing.

Three ways to save hot water! *Water Saver Control* saves over 20 gallons on small loads. *Choice of Warm or Cold Water Rinses* saves extra hot water. And new *Automatic Suds Return System* (optional) sets aside hot sudsy *filtered* water for a second wash if you wish.



Proof! Sock at left after 7 washings in an ordinary washer is dulled by hard-to-brush-off lint fuzz. Sock at right after 7 washings with an identical load in a G-E Filter-Flo shows *practically no lint.* The filter is removable.



LIVE BETTER ELECTRICALLY

Striking beauty—new G-E Filter-Flo Washer with matching G-E Automatic Dryer. Washer about $3.35* weekly. Models with Suds Return System slightly higher. Dryer shown, about $2.70* a week. Buy pair, take 36 months to pay. Five year written warranty on transmission. Comes in 5 G-E Mix-or-Match colors or white. General Electric Company, Appliance Park, Louisville 1, Kentucky.

**After small down payment. See your dealer for his prices and terms. Most models available in Canada.*

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Important Milestones in Modern Medicine: 1796—Triumph Over Contagious Diseases. First inoculation by Dr. Jenner. 1846—Triumph Over Pain. Dr. Morton's demonstration of ether. 1929—Triumph Over Bacterial Infections. Fleming discovers penicillin.

Now—1956—Procter & Gamble proudly announces . . .

TRIUMPH OVER TOOTH DECAY

Crest Toothpaste with Fluoristan strengthens teeth themselves. You brush Crest on... it actually goes in... and locks decay out

Fluoristan® is Procter & Gamble's exclusive stannous fluoride formula —proven the greatest decay-preventive in any toothpaste.



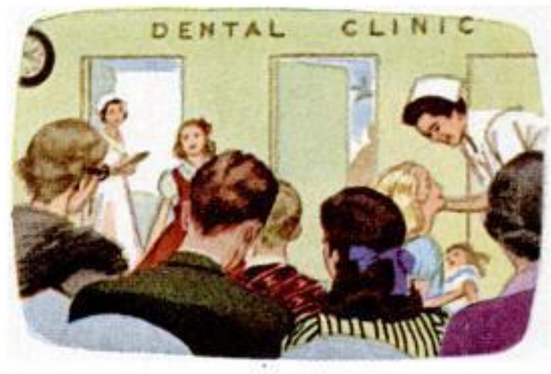
Miracle of the Towns Without Toothaches. For years, children growing up in certain Western towns were virtually without cavities. Then science learned why: nature's decay-preventive, *fluoride,* was present in their drinking water!



Science Long Tried to Capture Fluoride—only medically-approved preventive of decay—in a toothpaste. At last, after years of research, university scientists discovered *Fluoristan*—the greatest decay-preventive in any toothpaste.



Fluoristan Makes Possible Crest. Without Fluoristan, you cannot get maximum protection against tooth decay with a toothpaste. You brush Crest *on* . . . it actually goes *in* . . . and locks decay *out,* for adults and for children, 6 and over.



Dentists Tested Crest for three years with 5,673 people. No toothpaste stops all decay—but Crest set decay prevention records *never approached by any other toothpaste.* Thus Crest marks a new era . . . triumph over tooth decay everywhere.

IMPORTANT

Crest with Fluoristan is the only toothpaste ever developed that makes possible a major reduction in tooth decay for everyone, everywhere, by strengthening tooth enamel. Thereby, Crest marks a turning point in man's age-old struggle against this almost universal disease.

You brush Crest *on* . . . it actually goes *in* . . . and locks decay *out.* Each time you brush Crest *on* your teeth, Fluoristan builds new resistance to decay *into* tooth enamel. In this way, Crest actually *fortifies* and *strengthens* teeth to lock out cavities—the only toothpaste proved to do so. With Crest, your family approaches the long dreamed-of day of healthy, decay-free teeth.



Fluoristan® is a trademark for Procter & Gamble's exclusive fluoride tooth decay fighter

NO OTHER TOOTHPASTE PREVENTS DECAY LIKE ***CREST!***

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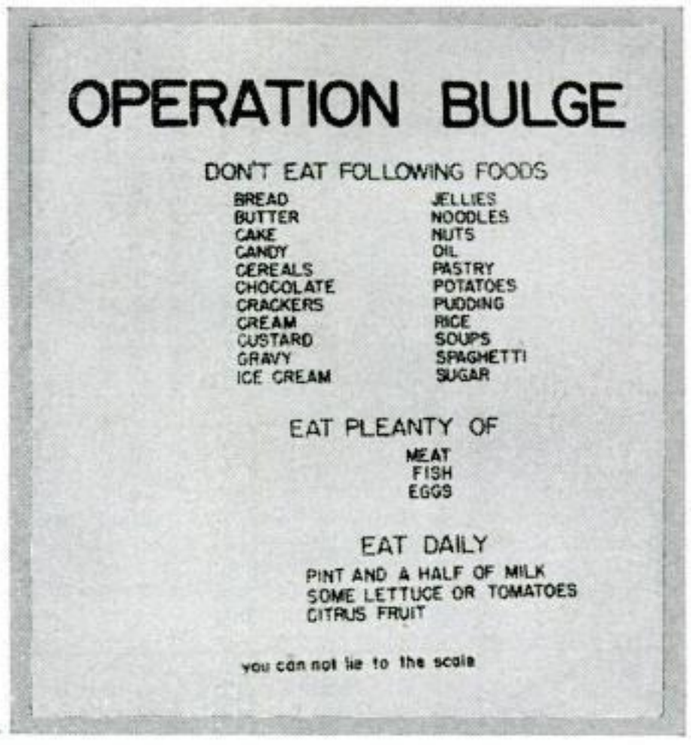
BULKY BAND of dieters in the division assembles at the dispensary for its weekly check on weight. Some of the men have already reached prescribed weight, need only watch it.

A GENERAL THINS HIS RANKS

Men too fat to fight get exercise, diets and go on trial

When Maj. General Thomas Watlington took command of the 8th Infantry Division at Fort Carson, Colo. last winter he looked over his 20,000 men and came to an appalled conclusion: too many of them were too fat for duty. Unless they slimmed down, he warned the fat soldiers, they would have to be left behind when the unit moved this fall to Germany.

Most of the 822 men who were found overweight quickly lost enough excess poundage to stay on the roster. But this month 50 of them were still too heavy for the general and some were court-martialed for their failure to lose weight. A few protested to the White House, the Pentagon and their congressmen, and legal officers overruled the general's approach because there is no Army regulation which makes fatness a crime. But the general did not give up. "Every man must be a front-line soldier," he ruled, and, shifting his legal ground, said that some of his fat men would still face court-martial on charges of failing to diet as ordered.



WARNING appears on a sign posted in mess halls to advise men who are on diet what they should or should not eat. Men are also issued charts to help them keep track of calories consumed in each meal.



BULGING BEND is produced by M/Sgt. Charles Starck who is chief mess sergeant for the division, as he voluntarily joins in extra calisthenics. He is down to 241 pounds from 333, has 31 more to lose.

CONTINUED 87

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Advertisement

Facts about Arthritis and Rheumatism

A message for every sufferer from the pains of arthritis, rheumatism, neuritis, sciatica and lumbago who is tired of trying drug after drug without getting real relief and who has just about given up hope. The following exciting radio broadcast sponsored by the Seaboard Drug Company is reproduced here for the benefit of the many sufferers who failed to hear it.

Friends, may I have a moment of your time to talk to you about your arthritis, rheumatism, sciatica or lumbago. The next few moments may change your entire life and effectively relieve your suffering . . . so please listen carefully. Do you ever suffer with arthritis pains around your joints? Do you ever have rheumatic pains in your legs? Does arthritis cause you pain every time you move? Let me go on. Do stabbing pains of bursitis afflict your neck, shoulders or arms? Do the excruciating pains of sciatica and lumbago attack the small of your back and legs? Have you ever noticed swelling or stiffness around your joints or muscles? Do your nerves carry nagging pain through your body day after day, week after week without relief? Friends, if you suffer from these painful symptoms of arthritis, rheumatism, sciatica, lumbago and bursitis, don't make the terrible mistake of neglecting your body. These pains are a warning from your body that you need scientific treatment right now. Please believe me. If your pains are causing you misery, it means that something is seriously wrong where the pain hurts you. You don't have to be a medical expert to understand this fact. Ask your doctor. You have about five miles of nerve fibers in your body and when arthritis or rheumatism strikes, it is these nerves that perform the vital job of warning your brain of the danger. But then the vicious cycle starts. The pain that your nerves feel causes spasms and inflammation around your muscles and joints. This in turn reduces the vital supply of healing blood from these areas in your body. You know that your blood is the greatest "healing agent" ever known. But when your precious blood cannot readily get to the scene of your pain you cannot get relief. The pain increases, spasm and inflammation become more severe, less and less healing blood reaches the inflamed areas. This vicious cycle makes matters worse and worse and you continue to feel the painful symptoms mentioned before. And now the question is—what can you do about it? How are you going to break this vicious cycle, relieve the pain, quiet the spasms, reduce inflammation, and help your healing blood flow more freely? I realize that many of you have tried different remedies and you've been disappointed in the results. You're discouraged. You may even have given up any hope of relief of pain. Well, I have a wonderful and exciting message for you. I can now guarantee to relieve your pain and suffering—not in months—or even weeks—but often the very first day—or it won't cost you a penny! Now, I know this is hard for you to believe. You're wondering if there truly can be a remarkable medicine that can do this where other medication has failed. But stop and ask yourself, Modern medical science has announced many revolutionary new discoveries for some of mankind's most deadly diseases. And now, at last, after years of continuous, patient, brilliant research—after hundreds of tests in hospitals and clinics on two amazing new drugs a remarkable, new, safe combination of these two drugs is finally available to you. It is called "MERICIN". But please do not confuse "MERICIN" with any product you may have ever tried before. By actual supervised clinical tests, the wonderful ingredients in this new formula have proved to be amazingly fast-acting and safer than any other medicines you may have tried. The remarkable ingredients in "MERICIN" will help bring you definite relief from your painful suffering often within 24 hours. Notice—I did not say may relieve. In fact, it will cost you nothing if you don't experience definite relief of pain. Friends, not only that—as your pain fades, the spasms and inflammation in and around your muscles and joints are reduced, and your precious, healing blood can flow more freely, bringing you peaceful, long-sought relief of pain. So if you are suffering from the pain and agony of arthritis, rheumatism, neuritis, sciatica, bursitis, neuralgia or lumbago—for the sake of your own health, try this new, scientific discovery. Don't take chances with your health, and above all, don't miss getting the truly amazing relief I've mentioned because other products failed you. This brand new, just released, carefully tested, safe formula succeeds where other medication has failed. In case after case, when "MERICIN" was given, pain, swelling, redness, stiffness, and heat were reduced—and without any of the harmful effects so frequently noticed with continued use of cortisone, aspirin, and other salicylates. Here are summaries of actual case histories:

WOMAN, 59, suffering from osteo-arthritis unable to continue with other drugs showed marked improvement after use with "MERICIN".

MAN, 41, inflammation and stiffness with rheumatoid arthritis. Remarkable improvement after taking twelve "MERICIN" tablets.

MAN, 25, suffering from rheumatoid arthritis for 1½ years. Unable to tolerate salicylates. "MERICIN" reduced pain and inflammation within 24 hours.

WOMAN, 61, suffering from osteo-arthritis of many years duration. Dramatic improvement after use of "MERICIN". Regained ability to move limbs without severe pain. No side effects.

WOMAN, 68, osteo-arthritis involving knees, hands and spine. In severe pain with great difficulty in moving. Marked decrease in pain, definite increase in mobility with "MERICIN". No side effects.

GIRL, 16, suffering with rheumatoid arthritis. Great subjective improvement with "MERICIN". No progression of disease. No side effects.

If you are suffering from the pain or stiffness of arthritis, rheumatism, sciatica, lumbago, or bursitis, you owe it to yourself to try "MERICIN". Take advantage now of "MERICIN'S" generous NO-RISK, trial offer, today.

A Special NO-RISK Trial Offer to Sufferers

Many tortured victims of arthritis, rheumatism, sciatica, lumbago and bursitis have found blessed relief with "MERICIN". But the important thing is what "MERICIN" can do for you. To prove to yourself how effective "MERICIN" is, we want you to try a bottle entirely at our risk. Simply get "MERICIN" at your druggist's today. Try it. "MERICIN" must give you amazingly fast, and completely gratifying relief of pain—"MERICIN" must help your healing blood to flow freely through the painful areas again—or your full purchase price will be immediately refunded. Just return the unused portion and bottle to Seaboard Drug Company, Inc., 21 West 45th Street, New York 36, New York for prompt refund. So why suffer needlessly another single day? For the sake of your health and happiness—for a speedy return toward a more active and productive life again—free of crippling pain—get "MERICIN" today.

★ **DON'T MISS WALTER WINCHELL ON M. B. S.**

On the Air for "MERICIN" Every Sunday Night

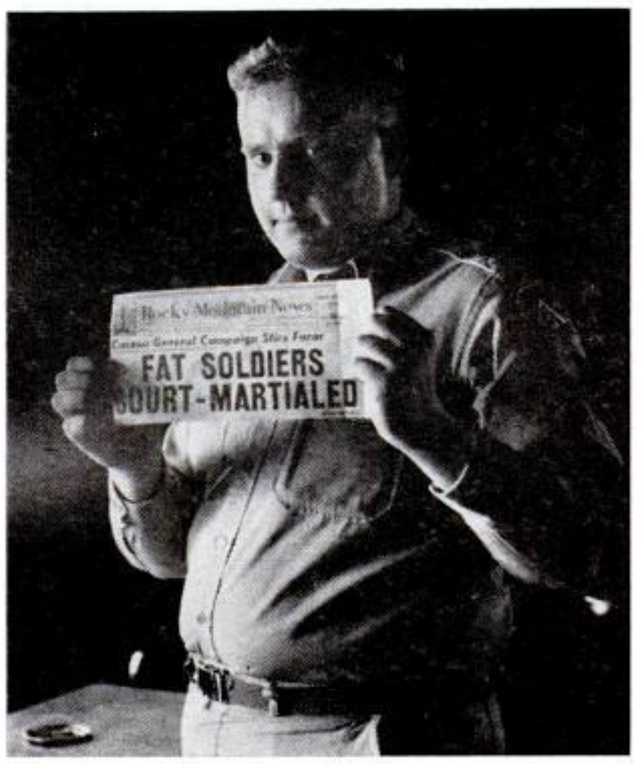
Time: East: 6:00 Cent: 5:00 Mount: 7:00 Pac: 6:00



STOUT LOSER Pvt. Don O'Brien was fined for failure to use a calorie chart. He weighs 214 but should weigh 201, says the Army. "I was as thin as the general when I was 13," he says, "but I grew faster."



SLIM GENERAL, Thomas Watlington is 6 ft. 4 in. tall, weighs 195 pounds. A championship boxer while at West Point in 1927, he exercises daily and says, firmly, "I cannot and will not tolerate a fat soldier."



PLUMP PRIVATE Donald Barrett weighs 229 instead of prescribed 195. His court-martial was later set aside on legal grounds. "If they didn't want us fat men," he asks, "why did they draft me last year?"

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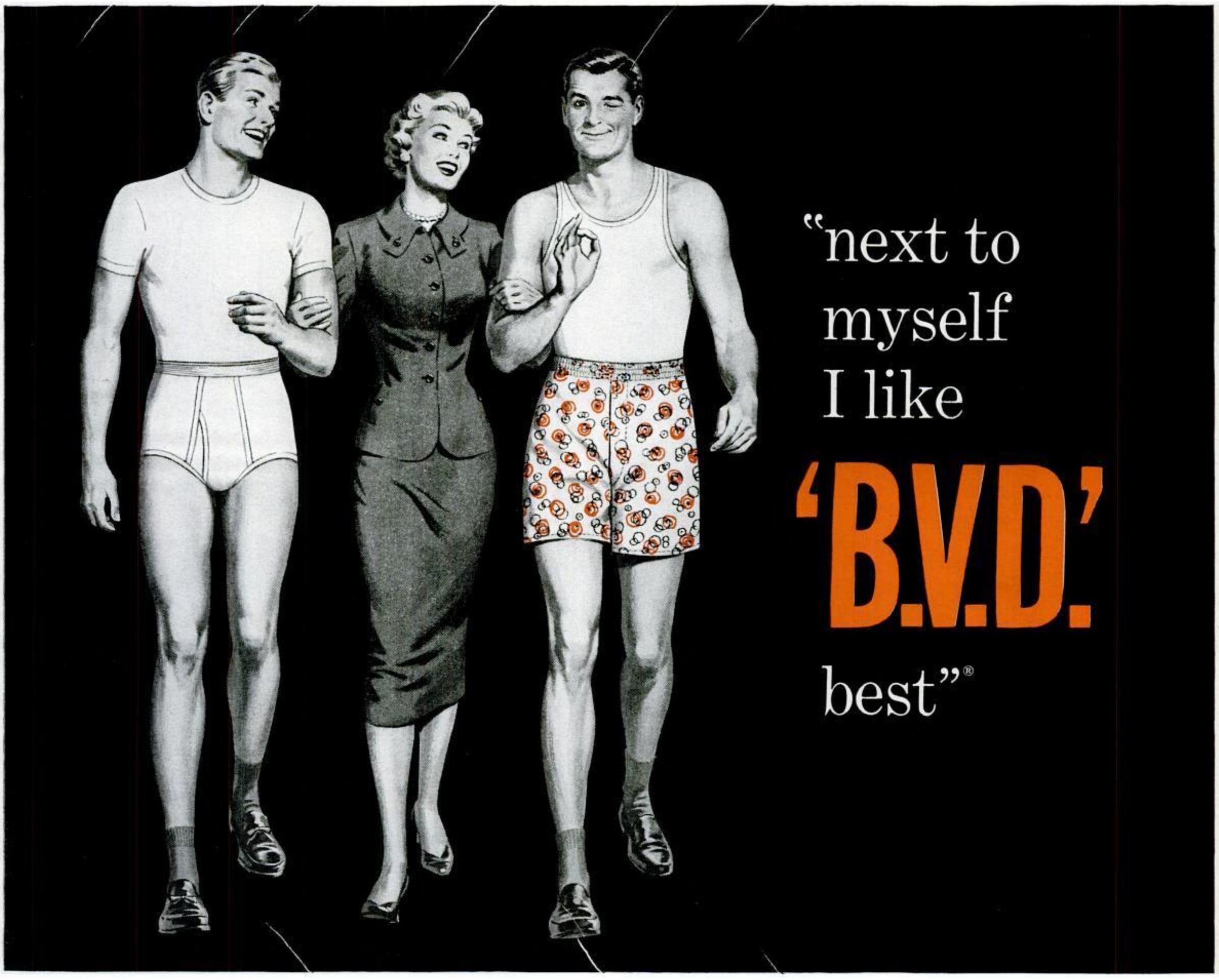
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Perfect comfort, perfect fit, perfect wear.

GUARANTEED all the way—if it's "B.V.D." it's got to be right!

1876 80 YEARS OF PROGRESS B.V.D. BRAND 1956



"next to myself I like **'B.V.D.'** best"®

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MEN'S TEE SHIRTS
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KNIT BREVS

89¢ BOYS' 69¢ 3 FOR 2.05

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prices slightly higher in West Coast states

The athletes representing the United States at the Olympic Games, Melbourne, Australia, 1956, will wear "B.V.D." Knit Brevs, T-Shirts, Sport Shirts and Pajamas.

"B.V.D.'s please!"

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...and "B.V.D." is the greatest name for sport shirts, dress shirts, pajamas, robes, neckwear, swimwear and sportswear for men and boys.

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So fresh!





So clean!

Does good!



Tastes good!



Real cool!

A clean, fresh mouth
is <u>always</u> important!

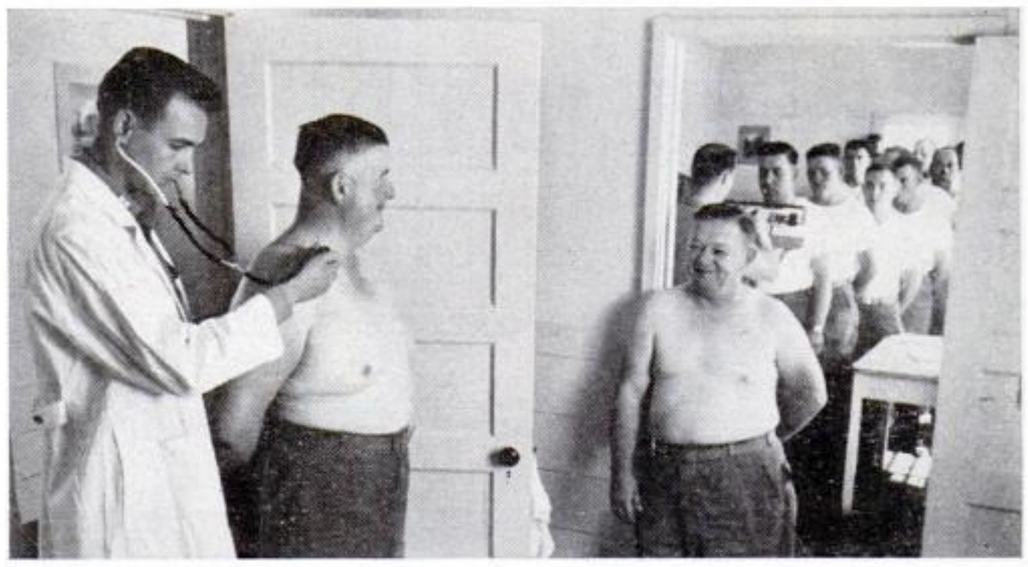
Want to really rise and shine? Wake up your mouth with a Lavoris rinse. Your mouth will feel fresh and tingly clean!

Lavoris is a soothing astringent that leaves delicate mouth and throat tissues clean and invigorated. And, it tastes so good your whole family will want to use it.



Take a tip from your dentist—use the

SPARKLING RED mouthwash that tastes good...does good!



WEIGHING IN, Mess Sergeant Starck gets check to determine how his heart is standing up under diet as other men wait turn. The doctor, Captain Hugh Wiley, says his regiment of 3,500 men has lost ton of fat since program began.



TRYING PANTS ON, Starck shows how loss of 92 pounds affects fit of his old trousers. "I was truly a monster," he says of the 333 pounds he started with. Because he is reducing as fast as possible he is in no trouble with the general.

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Borg Fabric Division, The George W. Borg Corp., Delavan, Wisconsin



looks more like fur than fur itself

If you saw it in the jungle you'd think it was born there. That's how much Borgana looks like fur. First of the fabrics with a fur face, Borgana is still first—in beauty, in quality, in smartness. Offered this year in Sauterne, Pewter, Brandy, Black, Coca Brown, Charcoal...in misses, junior, petite and children's sizes...superbly fashioned by these fine makers:

Modelia, Inc., 205 W. 39th St., New York
Kraeler-Frasca, 500 Seventh Ave., New York
Albrecht Furs, 21 W. 5th St., St. Paul
Rothmoor Corp., 22 W. Madison St., Chicago
Annis Furs, 130 W. 30th St., New York
Gordon Mfg. Co., Ltd., 423 Mayor St., Montreal, Canada
Linker & Herbert-Junior Aire, 205 W. 39th St., New York
Mode Kiddie Coats, 520 Eighth Ave., New York
Rosenblatt & Kahn (children's coats), 520 Eighth Ave., New York

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Borgana* is the original fabric made from a balanced blend of Orlon†/Dynel and manufactured under U.S. Patent No. 2,705,880

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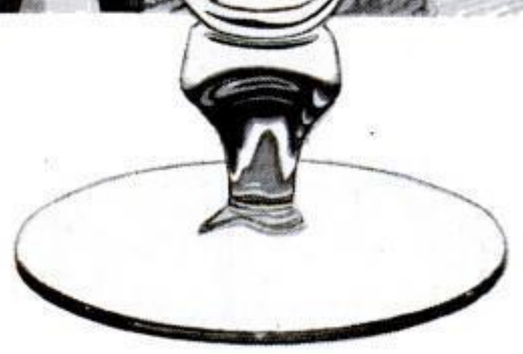
Have a wonderful weekend!

Enjoy beer that stays Cool 93% longer in New **Quart Bottles** you don't return



When planning for your weekend fun—choose your favorite beer and ale in new Party-Size Quart Bottles. They pamper the taste . . . stay colder far longer . . . and each big bottle holds five full glasses.

An independent laboratory made the tests—discovered that beer (and ale) in new quart bottles stays cold *nearly twice as long* as in 12-ounce cans. This is especially important to remember when you're serving guests—when variations in consumption time are bound to occur. The big bottle keeps beer within the just-right 40- to 50-degree temperature range far longer than when each person has a separate small container.



Moreover, the Party-Size Quart Bottle pampers the flavor-peak of fine beers and ales. Let your own taste prove this. Just let your favorite beer or ale aerate by bubbling freely down the neck of the bottle, over the bottle's clean lip, straight into a glass. Let it form its natural head. The first refreshing sip tells you how important a bottle is to beer's protection . . . how important the neck of a bottle is to beer's flavor. Get new Party-Size Quart Bottles next time you shop. They're far more convenient.

The glasses shown here are Libbey's Staccato pattern.

Serve these PARTY-SIZE GLASS BOTTLES this weekend—*you don't take 'em back!*

NO-DEPOSIT, NO-RETURN BOTTLES
AN (I) PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES · TOLEDO 1, OHIO

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AFTER A RIDE, GUESTS IN ELEVATOR LOOK DOWN AT CITY. RESTAURANT WINDOWS REFLECT ELEVATOR AND VIEW

Elevator on the Outside



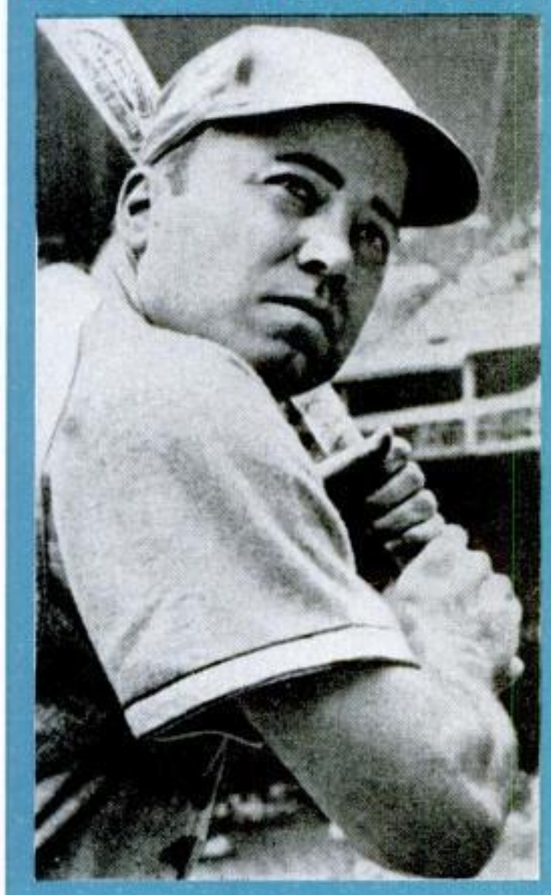
DON BODENHAMER

When the owner of San Diego's El Cortez Hotel decided to open a restaurant on its 12th floor to accommodate visitors who wanted to gaze at the harbor while they ate, he was faced with the problem of getting them up there. The two elevators he had could not handle the extra job, and he lacked space inside his hotel for erecting a third one. He had about given up when a hotel bellhop named Don Bodenhamer had a bright idea: put an elevator outside the hotel and let the guests admire the view all the way up.

Though it was a new idea for them, engineers went to work. The device they built rides on a 175-foot steel plunger and is guided by rails attached to the wall. It has air conditioning and piped-in music and has proved so popular that as many as 2,000 people a day make the trip.

CONTINUED

Duke Snider
STARTS FRESH-
in Mayo Spruce
T-shirts and Briefs



"Most comfortable
I've ever worn."





"I've never worn underwear as comfortable as Mayo Spruce," says the star of the Brooklyn Dodgers. You'll agree! Mayo Spruce is knit for comfort in action—for free-and-easy motion. Try Mayo Spruce briefs and T-shirts today!

Guaranteed by Good Housekeeping

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Beautiful things deserve "Beautiful" care

ESPECIALLY WHEN YOU MOVE LONG-DISTANCE

Whether it's lovely crystal . . . an antique desk . . . a handsome clock . . . or a precious heirloom . . . every family has treasured possessions that need special care on long-distance moves. Not only is Mayflower Long-Distance Moving Service planned to provide the utmost care for *these* valuables, but for *all* your belongings, as well. Mayflower's scientific methods of packing and experienced van operators, equipped with the world's finest moving facilities, make your move *easy* and *safe.* Wherever you may be moving you'll appreciate the care and peace of mind you get from Mayflower Long-Distance Moving Service.

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Mayflower Service is available through selected warehouse agents throughout the United States and Canada. Your local Mayflower agent is listed under Moving in the classified section of your telephone directory. In your community he is a reputable source of storage, local moving and packing services for your household goods. Call him next time!



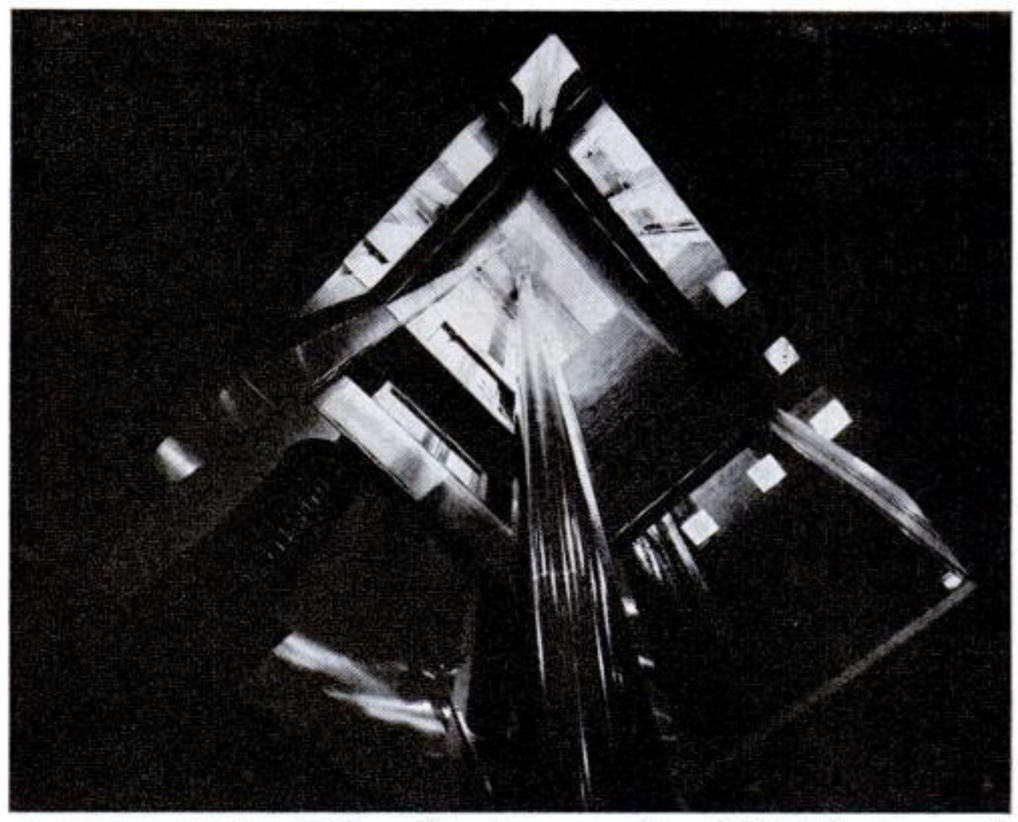
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NATION-WIDE FURNITURE MOVERS

America's finest long-distance moving service

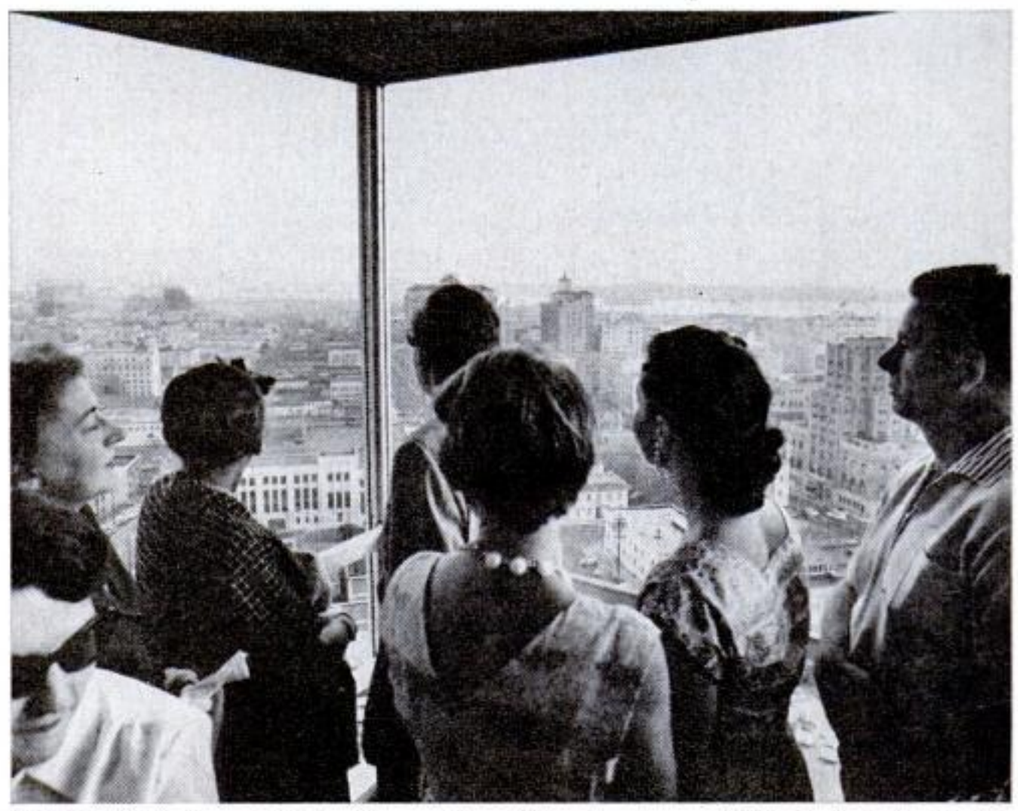
OUTSIDE ELEVATOR CONTINUED



STARTING UP, elevator leaves a glass-enclosed cage in the lobby. After clearing second-story roof above the lobby it rides rest of way in the open.



STEEL PLUNGER, which pushes elevator up from lobby (*above*) to roof, rises through basement from a 155-foot hole dug under hotel by oil well rig.



THE VIEW through Plexiglas walls of the elevator, which the hotel calls its "Star-Lift," takes in the San Diego business district and the harbor beyond.

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SHERRY · GARLIC · SCALLIONS
LIMBURGER · CIGARS · BRANDY
CHILI · ONIONS · CAMEMBERT
SALAMI · CIGARETTES · RUM
ALE · SCALLIONS · SCOTCH
BRANDY · LIMBURGER · GARLIC
CAMEMBERT · CIGARS · CHILI
ONIONS · SALAMI · SHERRY
CIGARETTES · ALE · SCALLIONS
RUM
CHILI
LIMBURGER
CIGARS · ALE
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Whatever your secret passion—
Life Savers won't breathe a word of it!



...still only 5¢

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AFTER THE FALL OF FORT PILLOW IN TENNESSEE, WHITE UNION TROOPS WHO HAVE ALREADY BEEN CAPTURED STAND IN THE BACKGROUND UNDER GUARD.

PART II: BACKGROUND OF SEGREGATION

FREEDOM TO JIM CROW

Liberated by war, the Negro was kept from equality by violence and by law

Text by ROBERT WALLACE

The spark that had been smoldering in America ever since 1619, when the first slaves were landed in Virginia, finally set fire to the house in 1861. When the Civil War began there were four million Negroes in bondage in the South and 488,000 free Negroes in the North. All of them knew, many of them but dimly, that slavery was one of the major causes of the war, and many tried to do what they could to help the North.

There was very little the southern Negro could do except, when he got the chance, to run away from his master and try to cross over into Union territory. Many thousands of slaves did this, expecting to find on the other side a kind of heaven staffed by bearded angels in blue uniforms. What they often found was chaos and misery. There was no clear-cut federal policy in regard to escaping slaves. Some Union generals sent them back South, some put them to work with picks and shovels, others put them into uniform and still others herded them into desolate refugee camps where they died of privation and disease.

Northern Negroes tried to enlist in the Union armies, but at first were rejected outright. After a year of conflict, however, the army was glad to

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CONFEDERATES, IGNORING THE SURRENDER ATTEMPTS OF NEGRO TROOPS, SOME OF WHOM ARE ACCOMPANIED BY WOMEN AND CHILDREN, SHOOT THEM DOWN

get them. The Union recruiting poster at right dates from 1862. When Negroes appeared in combat the result on some occasions was frightful. At Fort Pillow (*above*), a Union strongpoint in Tennessee, the Confederates found a half-white, half-Negro garrison when they captured the fort in 1864. In the wild confusion that followed, only half the whites but nearly all of the Negroes were wiped out.

There was bitterness toward the Negro in many parts of the North as well. In Philadelphia, the antiwar, anti-Lincoln *Age* cried that the war had been fomented by abolitionists to fulfill their "ebony ideals." In New York the bloody draft riots of 1863 were as much anti-Negro as antidraft in character. Striking longshoremen, threatened with enforced military service by the government and replaced in their jobs by Negro strikebreakers, went about the city attacking every Negro they could find. A similar hostility prevailed among other white workers elsewhere in the North, who foresaw that the liberated Negro, after the war, would menace their wage standards and jobs. The war did bring freedom to the slaves, not goodwill to Negroes in general, whether in North or South.

RECRUITING POSTER SHOWED NEGRO MILITARY LIFE HAPPIER THAN IT WAS →



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SHAKING OFF NEGROES, the rear guard of Sherman's army in Georgia try to rid themselves of ex-slaves who have run away to follow them. Thousands of bewildered Negroes attached themselves to the Union army, seriously encumbering it. Near this spot was the "Ebenezar Causeway," a bridge through a swamp west of Savannah. Sherman's troops destroyed it after making their crossing, abandoning more than 600 Negroes to be killed or re-enslaved by the Confederates.

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WANDERING IN THE DARK, a caravan of Negroes newly freed by Union troops is shown in an 1864 drawing searching for shelter from the rain and the fighting around them. During and after the war there was great restlessness among the Negroes. Many merely moved off the plantations and settled down in shanties in nearby towns. Others ran off, then returned to their former owners and went to work at low wages at their old jobs. Few migrated to other parts of the country.

NEW FORCES IN THE BROKEN LAND

The end of the Civil War found the South demoralized, with Union armies occupying state capitals to see that the region was "reconstructed" properly. One measure of the Reconstruction was the punitive disfranchisement of all those who had voluntarily been in rebellion against the federal government. In some states this deprived the whites of political power and vested it in the newly freed Negroes, who could and did vote.

In a relative instant the Negroes were transformed from a frightened, confused rabble into a great force to be reckoned with. But no quick change could give them education or organization, and they fell prey to two varieties of troublemaker: carpetbaggers and scalawags. The former were Northerners who hastened South to seek their fortunes in chaos, presumably carrying their possessions in satchels made of rug fabric. Scalawags were renegade Southerners of the same opportunistic breed. Between them they soon organized the Negroes to serve their own purposes.

Against this background arose the Ku Klux Klan, composed of whites who tried, by threats and beatings, to drive the Negroes, carpetbaggers and scalawags from power. Many of the Klan's early leaders were men of dignity, ex-Confederate officers. "They treated me very courteously," remarked one carpetbagger in Mississippi, "except for the beating they gave me." The original Klan deteriorated into a group of terrorists and sadists, then died out, later to be resurrected (*p. 103*), but such was its origin.



RISE OF THE FIRST KU KLUX KLAN was pictured idealistically in an illustration from *The Clansmen* by Thomas Dixon Jr., a novel which took a sympathetic view of the white-robed vigilantes. The film, *Birth of a Nation*, was made from it.

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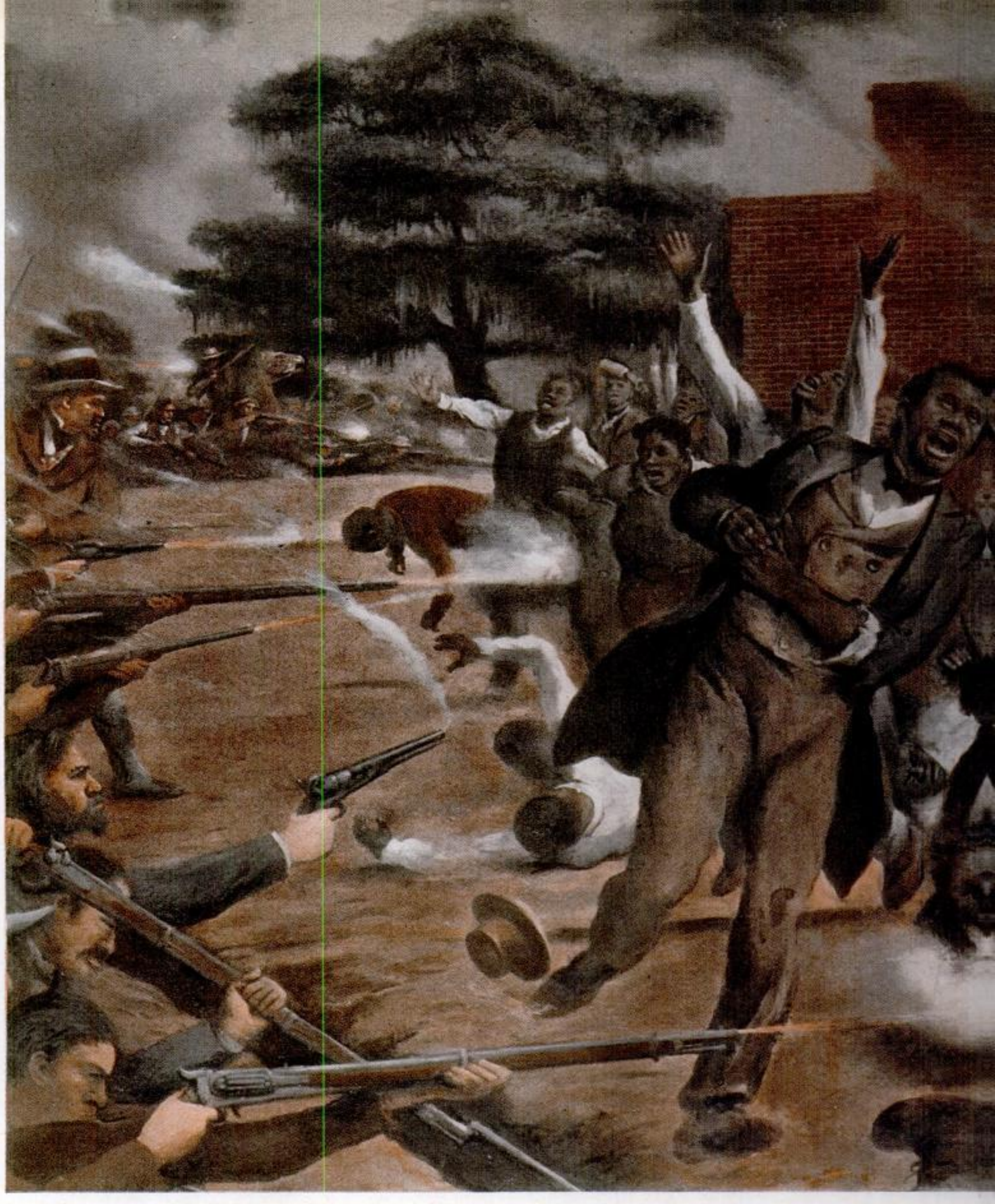
SEGREGATION CONTINUED



NEGROES IN CONGRESS in early 1870s numbered seven, from five states, and included one senator, H. R. Revels of Mississippi, seated in center.

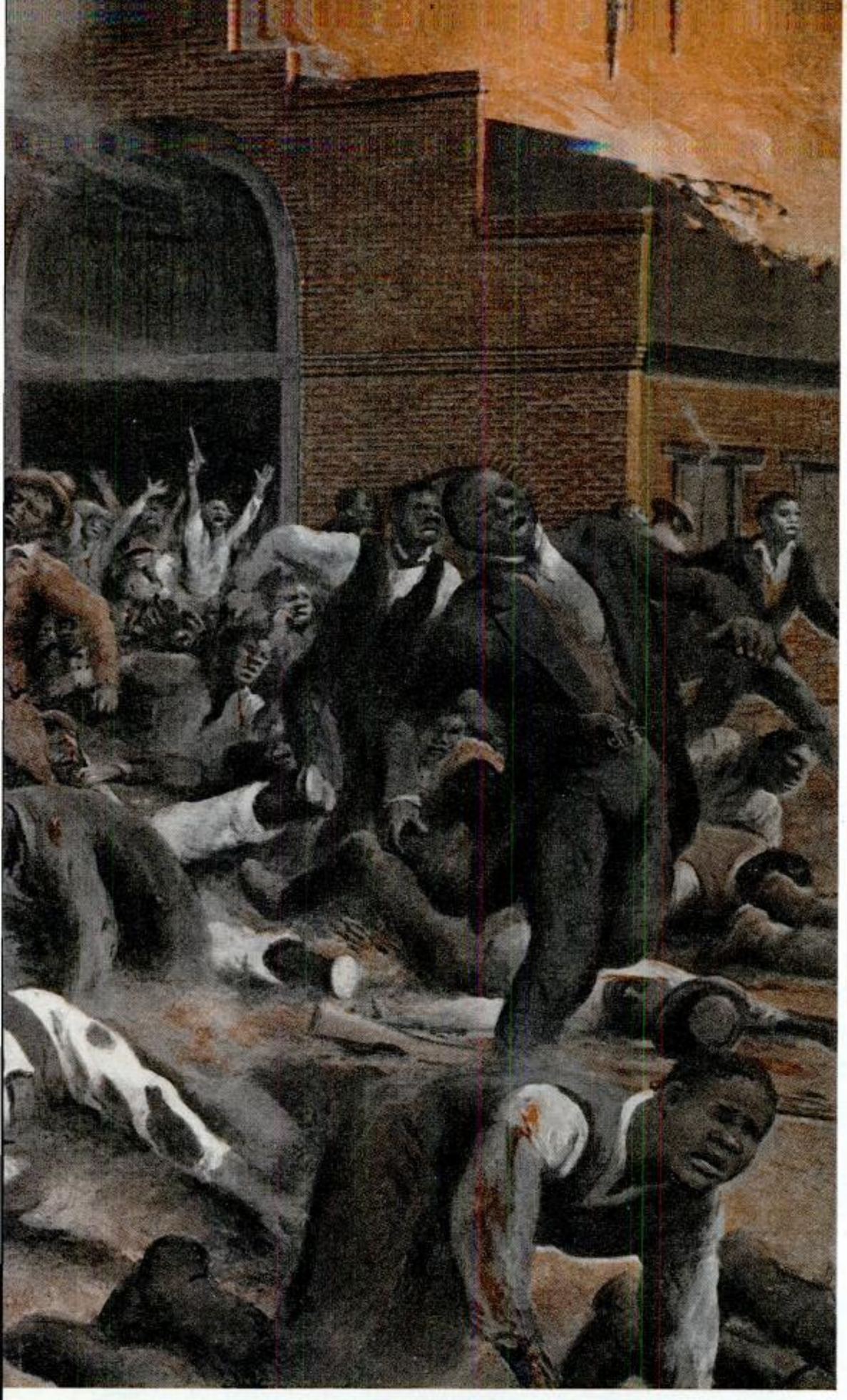


IN STATEHOUSE in South Carolina in 1873, Negro majority passes an appropriation bill. White legislatures later repudiated $10 million of state's debts.





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A TIME OF POWER, THEN HUMILIATION

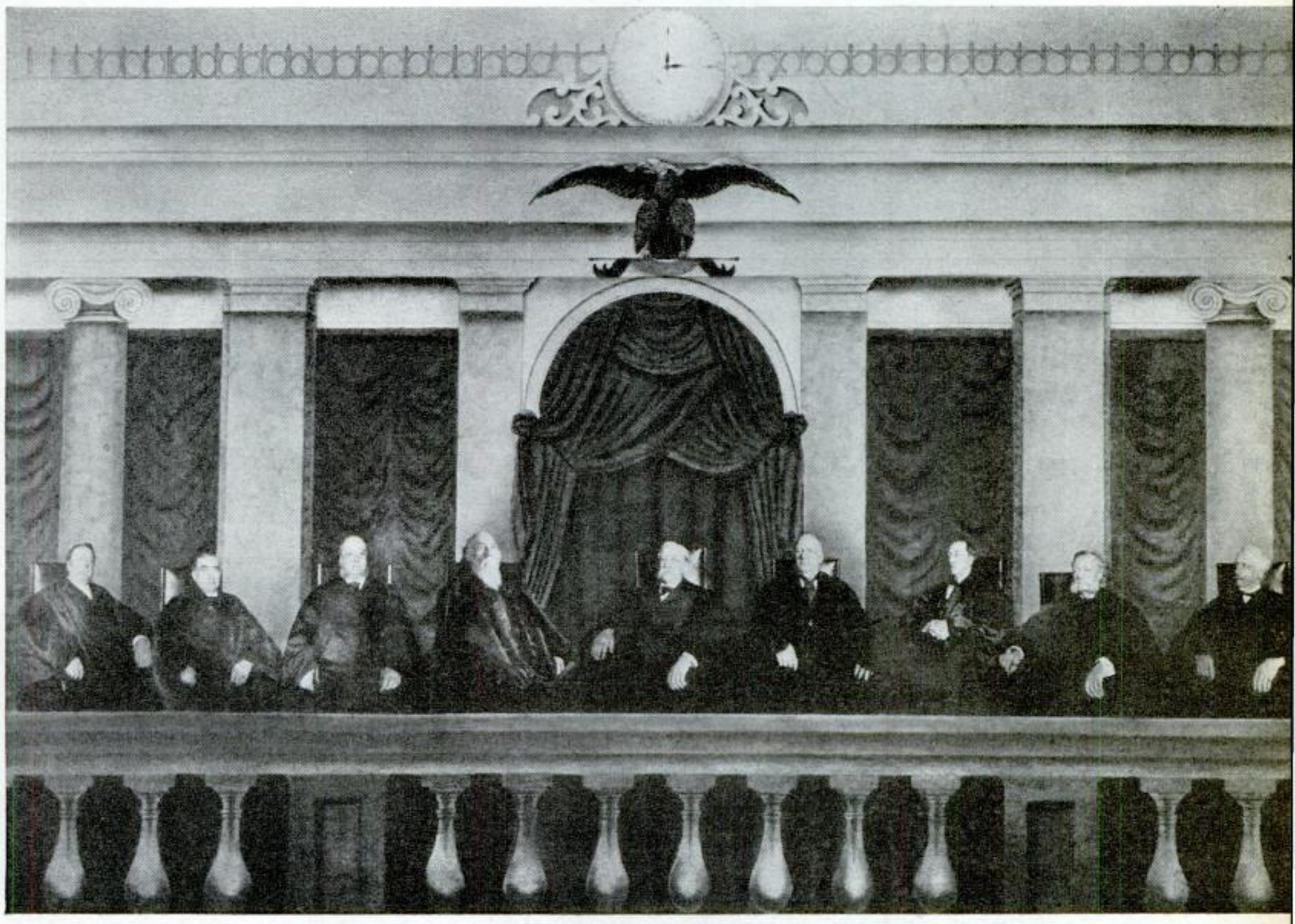
During the Reconstruction many Negroes assumed positions of prominence and power. In one legislature (South Carolina) in the decade following the war, they had a majority in every session but one. They also sent several representatives to Congress, as did Negroes in other southern states. "Seven years ago these men were raising corn and cotton under the whip of the overseer," wrote a northern observer at the South Carolina Statehouse in 1873. "Now they are raising points of order."

Not all Negro political leaders were ignorant or arrogant but even had they been perfection itself the bitter South could not have borne them. There were fights in legislatures, killings in streets. Within a decade after 1867 the vote was restored to most white Southerners and the last federal troops were withdrawn. Thus ended the Reconstruction in 1877. Negroes continued to vote, electing a North Carolina congressman as late as 1899. Once the whites set out to disfranchise the Negro, however, registration dropped rapidly and by the early 1900s the reduction of the Negro vote had been accomplished. The means varied but all involved the setting up of qualifications which the Negro could not meet. The effect can be summed up in statistics from a single state. In Louisiana in 1896 there were 130,334 registered Negro voters, in 1904 only 1,342.

While the Negro vote was being taken away, there were parallel moves toward establishing "Jim Crow" (the name derives from an impersonation of a Negro done by a New York minstrel). Since Emancipation there had been segregation in churches and schools. The new Jim Crow laws, which did not appear until the late 1880s, enforced it in public conveyances and waiting rooms. When Negroes sued in protest, the Supreme Court turned them down cold. In the *Plessy vs. Ferguson* decision of 1896, the court decreed segregation was constitutional if "separate but equal facilities" were provided for Negroes. This decision set the pattern for the South. For half a century Southerners enforced separation of the races on the basis that it was permissible under the law of the land.

BATTLE AT THE COURTHOUSE in Colfax, La. followed a disputed election in 1873. Negroes occupied the courthouse. Whites set it on fire and slaughtered the Negroes as they ran out. About 85 of them, and only two whites, lost their lives.





ARRIVAL OF "JIM CROW" is announced in Jackson, Miss. in 1888 (*left*). Boarding a train, Negroes find new law relegates them to a separate coach.

SUPREME COURT of 1896 backed "Jim Crow" by 7–1. Justice Brewer (*third from right*) did not vote and Justice Harlan (*fourth from right*) dissented.

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BOOKER T. WASHINGTON, famed Negro educator and founder of Tuskegee Institute, makes his "Atlanta Compromise" speech. "In all things that are purely social we can be as separate as the fingers," he said, then clenched his fist and continued, "yet one as the hand in all things essential to mutual progress."

PEACEFUL PROPOSAL, BLOODY AFTERMATH

While the processes of disfranchising and Jim-Crowing the Negro were at their height in the South, an eminent Negro arose to offer some ideas as to how whites and Negroes could live in peace. The man was Booker T. Washington and his ideas, delivered in 1895 in a speech in Georgia, became known as "The Atlanta Compromise." Washington's thesis was that Negroes should find dignity and prosperity in "common labor" and should not agitate for social equality at that time. Both Negroes and whites cheered the speech then. Today, many Negroes denounce it as an acceptance by Negroes of second-class citizenship.

Relations between whites and Negroes worsened in the years following Washington's speech. Negroes fell victim of the hysterical hatred for minorities which swept the U.S. in both the Spanish-American and First World wars. Mob action became increasingly common in the South—in 1919, 76 Negroes died at the hands of mobs. Moreover, anti-Negro feeling spread to the North and Midwest where a new Ku Klux Klan (*opposite page*) enlisted five million members in the 1920s, and where there were lynchings (*below*) fully as frightful as any that took place in the South.



A NEGRO IS CREMATED by a grinning lynch mob in Omaha, Neb. in 1919. The outrage began on a Sunday evening, when 5,000 people stormed a courthouse where the Negro, accused of assaulting a white girl, was held. Omaha's mayor tried to intervene, was hanged on a trolley pole and rescued in critical condition by police. Meanwhile the mob seized the Negro, hanged him to a pole, riddled him with shots, cut him down, dragged him through the streets, then burned his body. In 1919 some 25 large and small race riots occurred in the U.S., the worst of them in Chicago where 23 Negroes and 15 whites were killed, 537 injured.

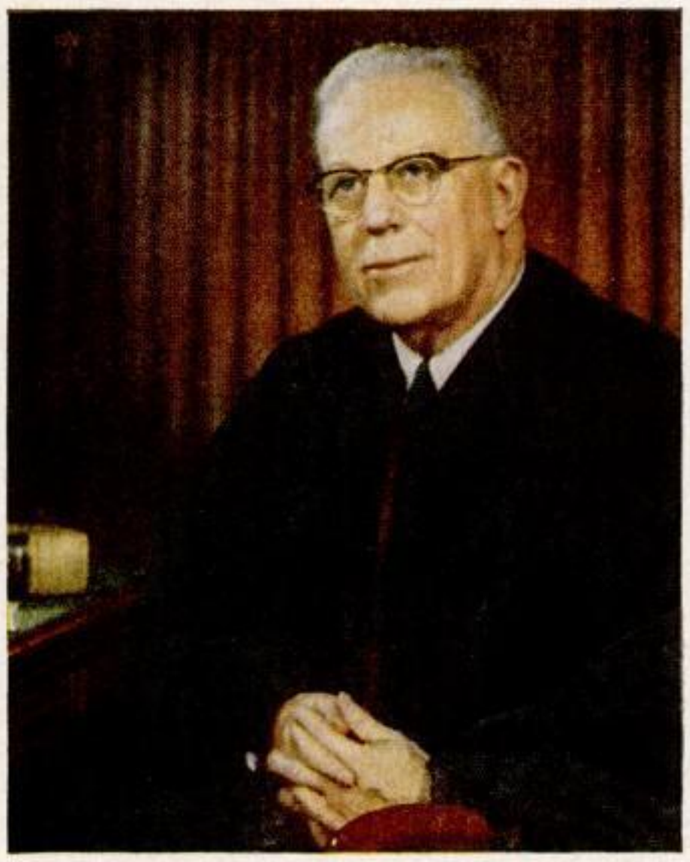
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KLAN INITIATION takes place on a rocky hilltop, from where the burning cross may be seen—and feared—for miles. Beside the cross stands the red-robed Grand Titan, a regional officer of the Klan. Beyond it, dimly seen, are three local officers, the Klaliff, the Klokard and the Kludd. Kneeling before the cross are initiates, called "aliens," and in the foreground are full-fledged Klan members. The aliens are about to be sprinkled with water by the Grand Titan in a ceremony once described by a renegade Klansman as "a parody on the holy rite of baptism." This painting is based on accounts of the Klan's heyday in the 1920s.

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SUPREME COURT CHIEF JUSTICE EARL WARREN

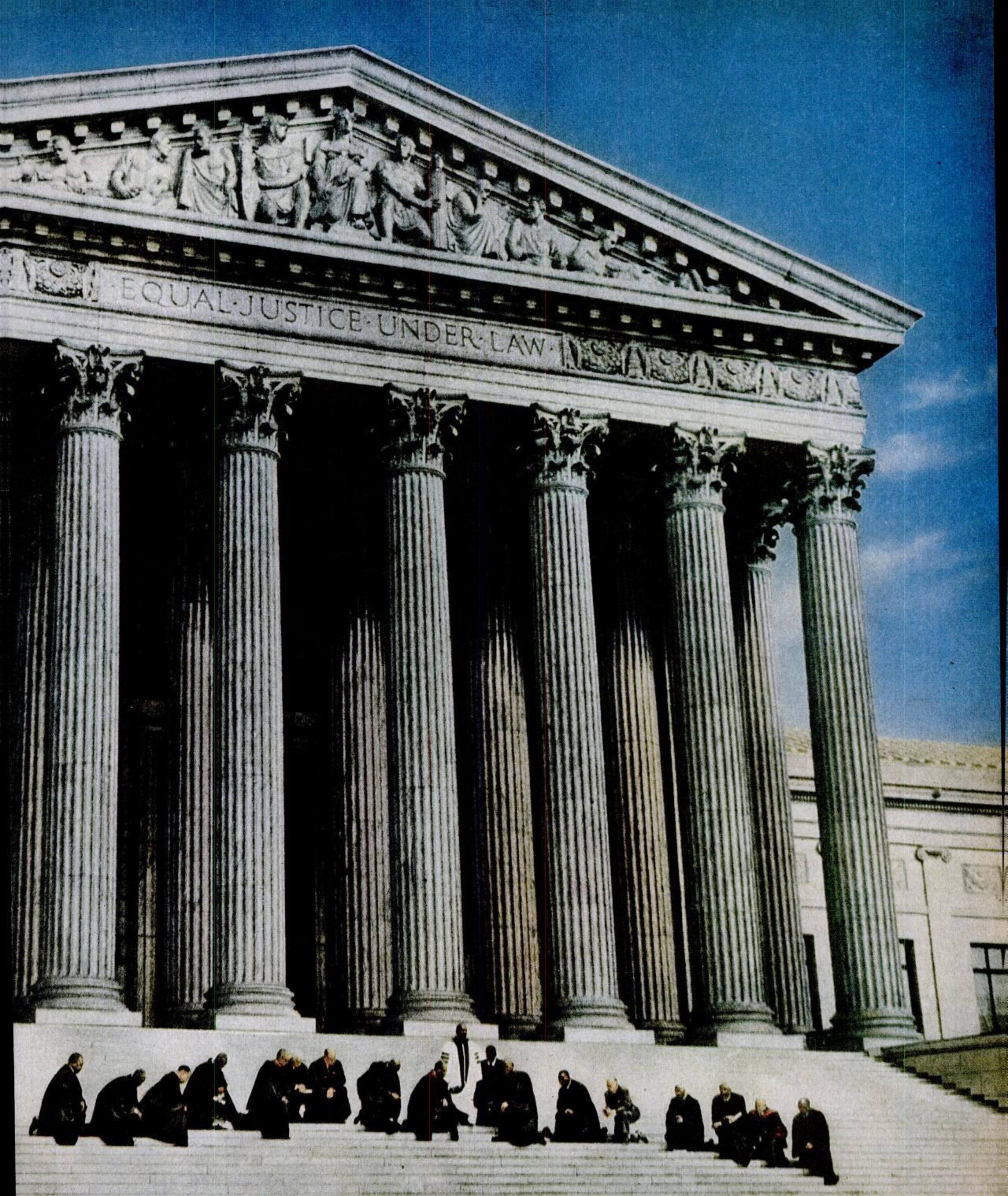
MOMENTOUS REVERSAL IN THE COURT

No state shall make or enforce any law which shall abridge the privileges or immunities of citizens of the United States . . .—from the 14th Amendment, adopted in 1868.

The 14th Amendment, like all parts of the Constitution, is open to interpretation by the Supreme Court. As the Court interprets, so goes the law. But the interpretations of the Court are not static; they change as the will of the people changes. From the Reconstruction period onward for many years, the Court repeatedly interpreted the 14th Amendment to mean that segregation in public schools was constitutional—provided that "separate but equal" facilities were available for Negroes. This was emphatically the will of the white South, and the other sections of the country acquiesced. But in the 1930s the opinion of the north, east and west, a majority of the people, began to change. Thereupon the Court too began to change. From the late 1930s onward it handed down a series of decisions which chipped steadily away at segregation in the schools. On May 17, 1954 the ultimate was reached. Chief Justice Earl Warren, announcing the Court's unanimous view, held that segregation in public schools does violate the 14th Amendment and must end.

The Supreme Court's decision brought an end to public school segregation in law but not by any means in fact. To hasten the day of actual integration, Negroes turned to prayer.

OUTSIDE SUPREME COURT, a group of eminent Negro churchmen, including eight bishops, pray for the speedy integration of public schools. They represent 10 denominations, are led by Dr. William Jernagin (*in white robe*), chairman of the executive board of National Fraternal Council of Churches.


EQUAL·JUSTICE·UNDER·LAW

THE LINEAGE OF A 'NEGRO' FAMILY

White and Indian are also blended in the Faulkners of Chicago

Here are shown some of the family of the Reverend and Mrs. William J. Faulkner, which can be called a "typical U.S. Negro" family. Their portraits are arranged with those of their forebears and descendants to form a six-generation genealogical chart. Dr. Faulkner, pastor of the Congregational Church of Park Manor in Chicago, is in center with his wife. In the smaller pictures above are shown some of their forebears; beside them are their three children and three children-in-law, and below them their six grandchildren.

What makes the Faulkners a "typical U.S. Negro" family is the fact that they have an admixture of white stock. Only about 15% of U.S. Negroes are of unmixed African descent, all others having white, American Indian or both in their ancestry. A glance at the faces of the entire group raises this question: Who, or what, is a U.S. Negro?

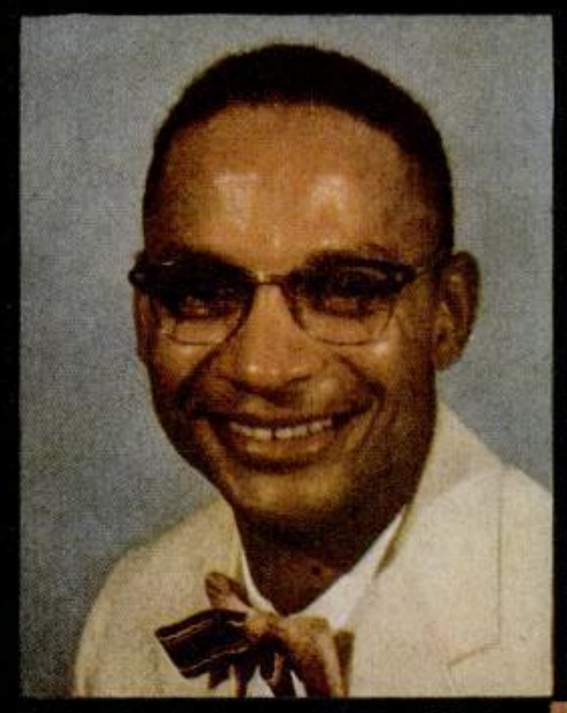
No reputable anthropologist will make a hard and fast answer, other than to say that there is no such thing as an exclusively Negro race in the U.S. and that the typical U.S. Negro is a mixture of various stocks. In states where segregation or miscegenation laws exist, however, legislators do attempt an answer. The attempt leads to great complications and little agreement. For example, Oregon, in a miscegenation law, once defined a Negro as anyone having a one-fourth fraction of "Negro blood." In some southern and border states, among them Missouri, Florida and South Carolina, various laws have defined a "Negro" as anyone having as little as a one-eighth fraction. The ultimate is reached in other southern states, including Alabama, Georgia and Texas, where for some legal purposes all persons of "African descent" have been held to be Negroes. In this extreme view, all of the Faulkners are Negroes.

One branch of the family—not shown here—has such light skin that it is accepted as white. Many U.S. Negro families have such a branch. Since 1900 several hundred thousand Americans having a portion of Negro ancestry may have "passed," or become "white."





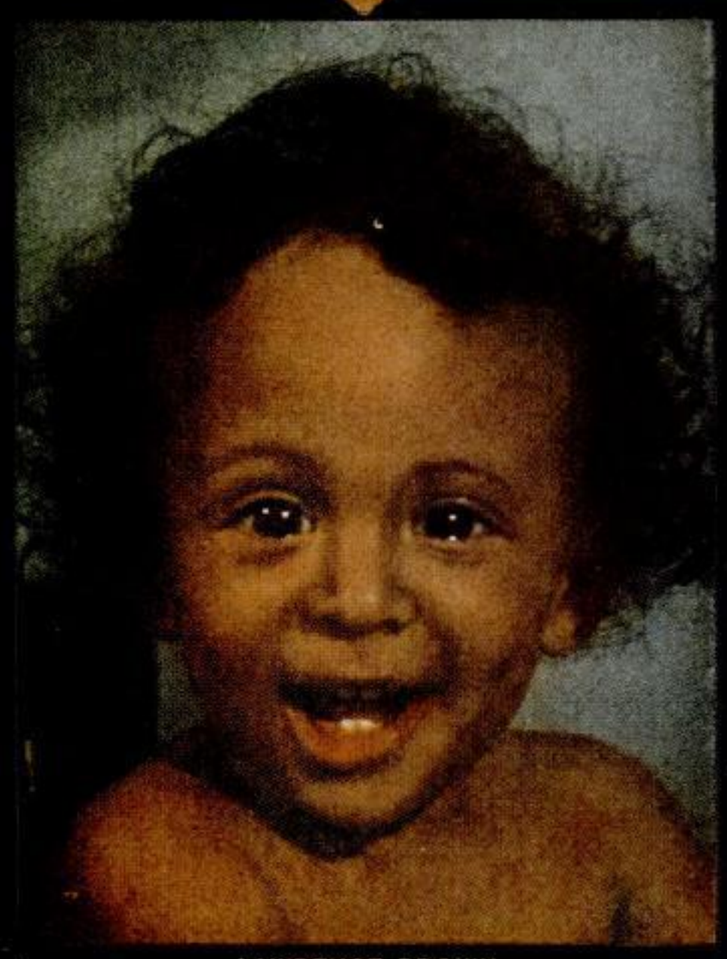
THE WILLIAM FAULKNERS: Captain Faulkner was a member of the nation's first all-Negro fighter unit, had a distinguished World War II record. He flew 56 missions, was killed over Austria on his 57th. His widow Martha survives him.



THE JOHN O. BROWNS: Marie Faulkner married Dr. Brown, an ophthalmologist, in 1944. Their children



are below. Dr. Brown's maternal grandparents, Texans, "were so light you couldn't tell them from whites."



LAWRENCE BROWN



WILLIAM BROWN



JOHN BROWN JR.

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JOHN F. COOK II



HELEN APPO



ROBERT JONES



ADELAIDE DURHAM



CHARLES ABELE



ADELAIDE JONES



LAWRENCE FAULKNER



HANNAH DOBY



JOHN F. COOK III



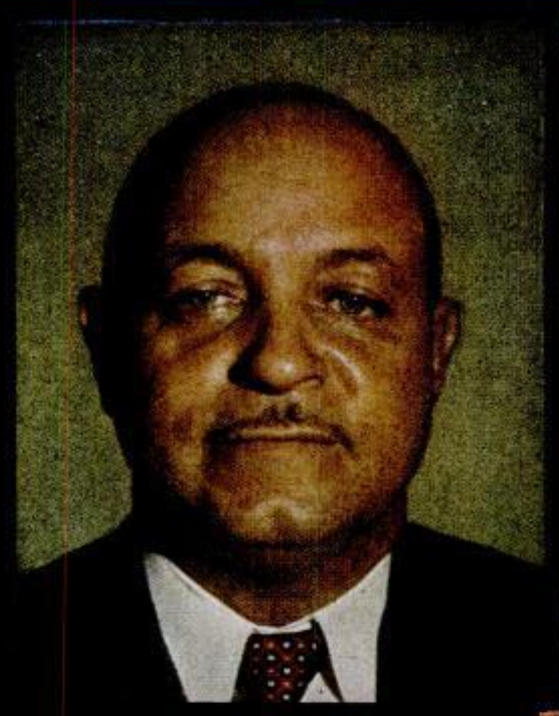
ELIZABETH ABELE

FOREBEARS WERE PART WHITE

All but one of 10 Faulkner forebears were white-Negro mixtures, the percentage of white stock ranging above 50% in some. Non-Negro elements included a strain from India in Helen Appo (half French, half Indian) and an American Indian strain in Adelaide Durham (white, Negro and Indian). Hannah Doby was daughter of southern landholder and a slave.



THE REV. AND MRS. WILLIAM FAULKNER

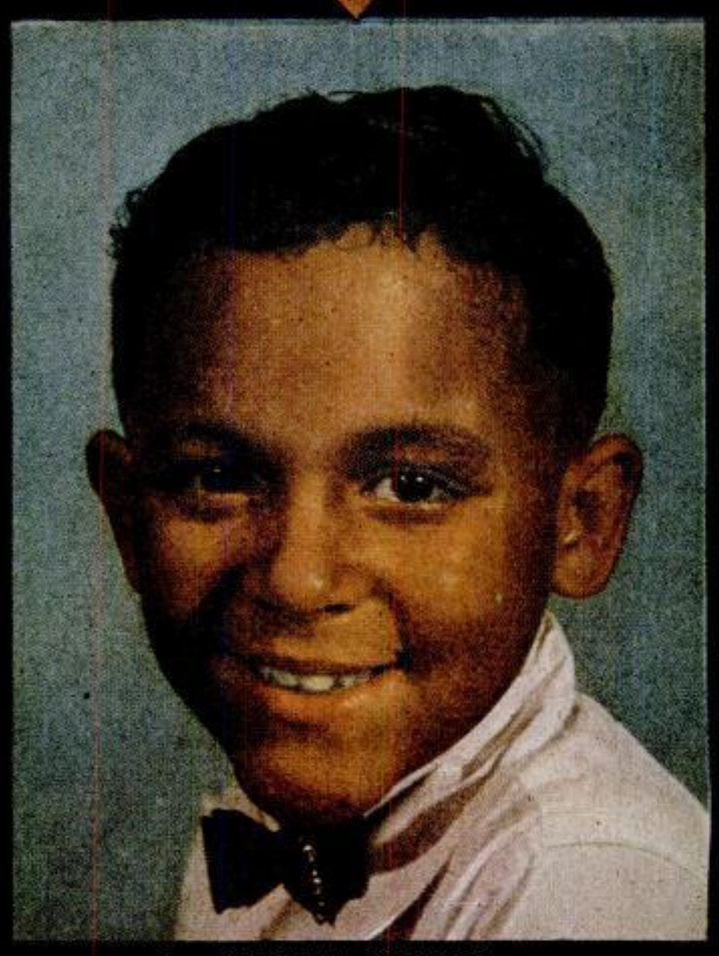


THE CHARLES WEBSTERS: Josephine Faulkner and Mr. Webster were married in 1941 and are now divorced. Their children are below. She teaches in interracial school in Chicago, has a police escort to work.





GALA MARIE BROWN



CHARLES WEBSTER



JUDITH WEBSTER

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FACES OF THE CONTEMPORARY AMERICAN NEGRO

The mixture of stocks found in the Faulkner family on the preceding pages is also found in Negro society as a whole. In this cross-section of Chicago professional, business and laboring men, non-Negro characteristics are pronounced—Byron Minor (*top row, left*) and Byron Turnquest (*second row from top, third from left*) have reddish hair. Thomas Pitts (*second row from bottom, extreme left*), one of whose grandparents was an American Indian, appears to be more Indian than Negro. Some, such as David Kilgore (*second row from top, second from left*), have an almost pure Negro ancestry. But others, such as Archibald Le Cesne (*bottom row, second from left*), contain so strong an admixture of white blood that, if they were not proud of their Negro heritage and did not choose to live in Negro society, they would be accepted as "white."

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IN SITUATIONS LIKE THIS:

Only nylon cord tires can give you utmost safety—*surest protection against tire trouble*

For some kinds of driving, ordinary cord tires will meet your needs. But there are too many times when you can't afford to risk tire trouble or ignore tire safety—when you need tires that assure greatest dependability. These are the times you'll be glad you're riding on tires with nylon cords.

You'll find nylon cord tires cost very little extra—give you and your family priceless extra protection. See your tire dealer. He'll gladly explain the advantages of nylon cord tires.

THE FOUR THINGS A TIRE CORD MUST DO...NYLON DOES BEST! Nylon gives superior resistance to bruise damage, moisture, heat and flex fatigue.

Nylon makes possible a far stronger tire cord than conventional yarns — provides greater safety and durability. Today almost every military and commercial aircraft lands on nylon cord tires; billions of miles of truck-tire use have proved nylon's superiority.

Du Pont produces the nylon fiber.
Tire manufacturers make nylon cord tires —in tubeless or conventional types.

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING...*THROUGH CHEMISTRY*

Watch "Du Pont Cavalcade Theater" on Television

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Fashion-bright dresses by Cinderella...so safe in your **Hotpoint**

Cinderella

FROCKS FOR GIRLS

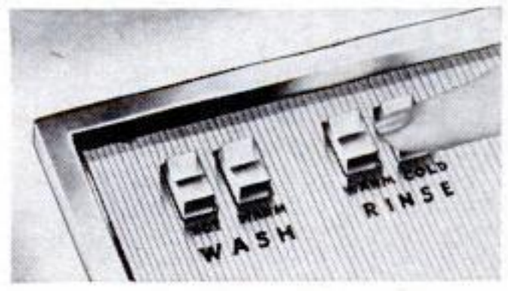


Cinderella proves that young fashions *can* blend style and washability . . . and add up to less work for mother. Trust every pretty Cinderella to come out of your Hotpoint again and again, with never a loss of color or fit! Cinderella dresses are available in sizes 3 to 6x and 7 to 14, priced from $3.00 to $9.00. Manufacturer's recommended retail prices.
Rosenau Brothers, Inc., Philadelphia, Pa.

HOTPOINT GIVES YOU PUSHBUTTON WASHING AND DRYING

Color-lighted pushbuttons let you select wash and rinse water temperatures; give you your choice of five drying temperatures.

One of ten important reasons why Hotpoint is automatically better for every washing and drying need. (See following ten pages)



Every day's a holiday with **Hotpoint**

Ranges • Refrigerators
Automatic Washers
Clothes Dryers
Customline • Disposalls®
Dishwashers
Water Heaters
Food Freezers
Air Conditioners
Television Receivers

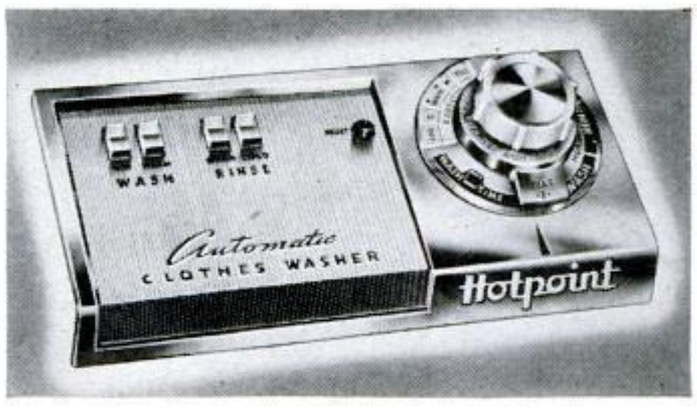
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Winsome blouses by Ship'n Shore...wash-perfect in your **Hotpoint**



Mothers with an eye for fashion succumb to the charms of little Ship'n Shores . . . so suitable for your darling, so beautifully washable in your Hotpoint! Prettily detailed, precisely tailored . . . with long tails for all-day action. Combed cotton broadcloths and zephyr oxfords, in white and pastels . . . colorfast and Sanforized . . . lovelier with every laundering. Short-sleeve styles in sizes 3 to 6x and 7 to 14, $1.98. Long-sleeve styles in sizes 7 to 14, $2.98. Manufacturer's recommended retail prices.
Susquehanna Waist Co., 1350 Broadway, New York, N.Y.



HOTPOINT GIVES YOU AUTOMATIC PRE-SELECTION OF BOTH WASH AND RINSE TEMPERATURE

Hot or warm wash . . . warm or cold rinse . . . Hotpoint lets you select the right water temperatures for all fabrics. For natural fabrics like cotton and linen, or for man-made and delicate fabrics, you can select exactly the right combination of water temperatures at the touch of a color-lighted pushbutton — another important Hotpoint plus feature for greater washing ease.

Hotpoint . . . the washer that's fully automatic from start to finish for all washable *fabrics*—all washing *temperatures*—all washing *times*

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The finest in knitwear...pretty as a picture

Vanta

layette wear and sleepers



There's nothing finer than Vanta's "Littlest Angel" print wardrobe of softest cotton knit. No chafing—no binding. "Vantarized" to prevent shrinking out of fit — and wonderfully safe in your Hotpoint.

In swings: "*Littlest Angel*" Gro-Sleeper. Brushed knit, "Vantalite" soles; elasticized ankles. Blue, Canary. 1-4. $2.98. • "*Littlest Angel*" Wrapper. Pink, Canary. Bow trimmed Gripper® closing. $1.69 • Standing: "*Cherub Check*" Gro-Sleeper. Brushed knit. "Vantalite" soles; elasticized ankles. Pink, Blue, Canary. 1-4. $2.98 • "*Littlest Angel*" Layette Dress. Matching pantie. Pink, Canary. 6-18 mos. $2.98. Manufacturer's recommended retail prices • Other Vanta underwear in solid colors and pretty patterns from birth to 16 years. *McKem-Vanta, 1350 Broadway, New York 18, N.Y.*

Smartly-styled McKem Cotton Knits and washable Winter Wear are perfectly at home in your Hotpoint! The bright colors won't fade or run. Long-wearing McKems are guaranteed bleachfast, sunfast, sizefast.

Girl photographer wears "*Barcelona*" knit blouse. Navy, charcoal. 7-14. $2.98. • Boy behind camera wears "*California Casual*" knit shirt. Navy, Grey. 3-6X. Long sleeve $2.25; short sleeve, $1.98 • Assistant fancies her "*Boston Fancy*" knit blouse. Grey, Red. 3-6X, $2.25; 7-14, $2.98. • At right: "*Scotch Miss*" hooded poplin duffle coat. Blue, Green, Grey. 3-6X, $10.98; Girls, $12.98; Subteens, $14.98. • Matching "*Downhill*" ski pants. 3-6X, $6.98; Girls, $7.98; Subteens, $8.98. • Knit "*Turtle Neck*" blouse. White, Red. 3-6X, $1.95; Girls and Subteens, $2.98. Manufacturer's recommended retail prices.

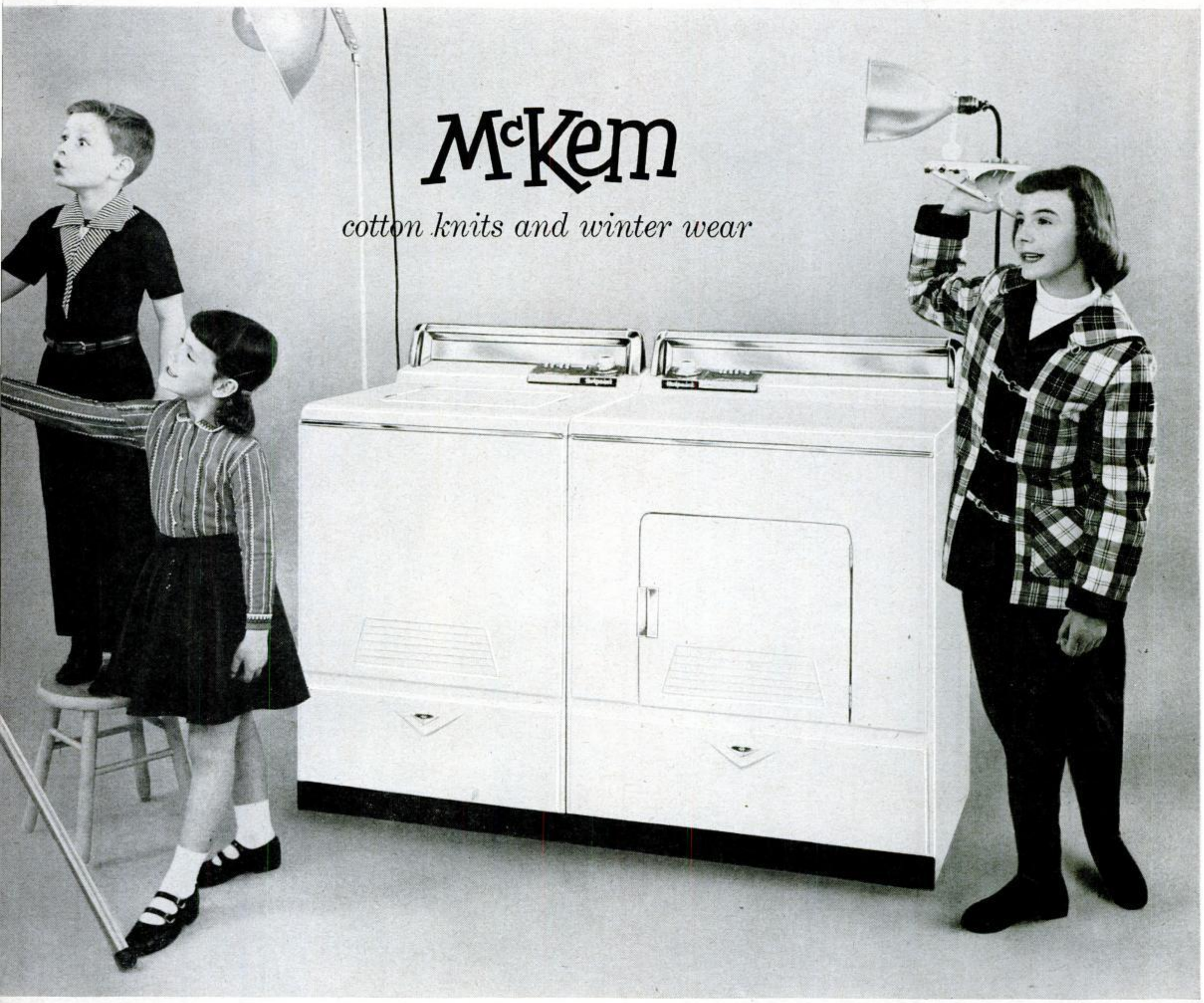
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...beautifully washable in your **Hotpoint**



HOTPOINT GIVES YOU HOT WATER ECONOMY AND EXCLUSIVE AUTOMATIC PRE-SOAKING

USES 33% LESS HOT WATER

The new Hotpoint Automatic Washer uses 33% less hot water than most other leading makes. Yet Hotpoint's exclusive Aquamatic wash-rinse action gets your clothes cleaner . . . safely, gently, automatically. Hotpoint hot water economy means important savings for you every time you wash . . . another reason why Hotpoint is your best washer buy!

EXCLUSIVE AUTOMATIC PRE-SOAKING

For years, homemakers have known the advantage of *pre-soaking* clothes. Now Hotpoint introduces an *exclusive* pre-soak period in an *automatic washer!* After the automatic fill, there is a ninety-second, accelerated soak period with "working water" . . . hot or warm water, as you select it, with active detergent . . . which preconditions clothes for really clean washing!

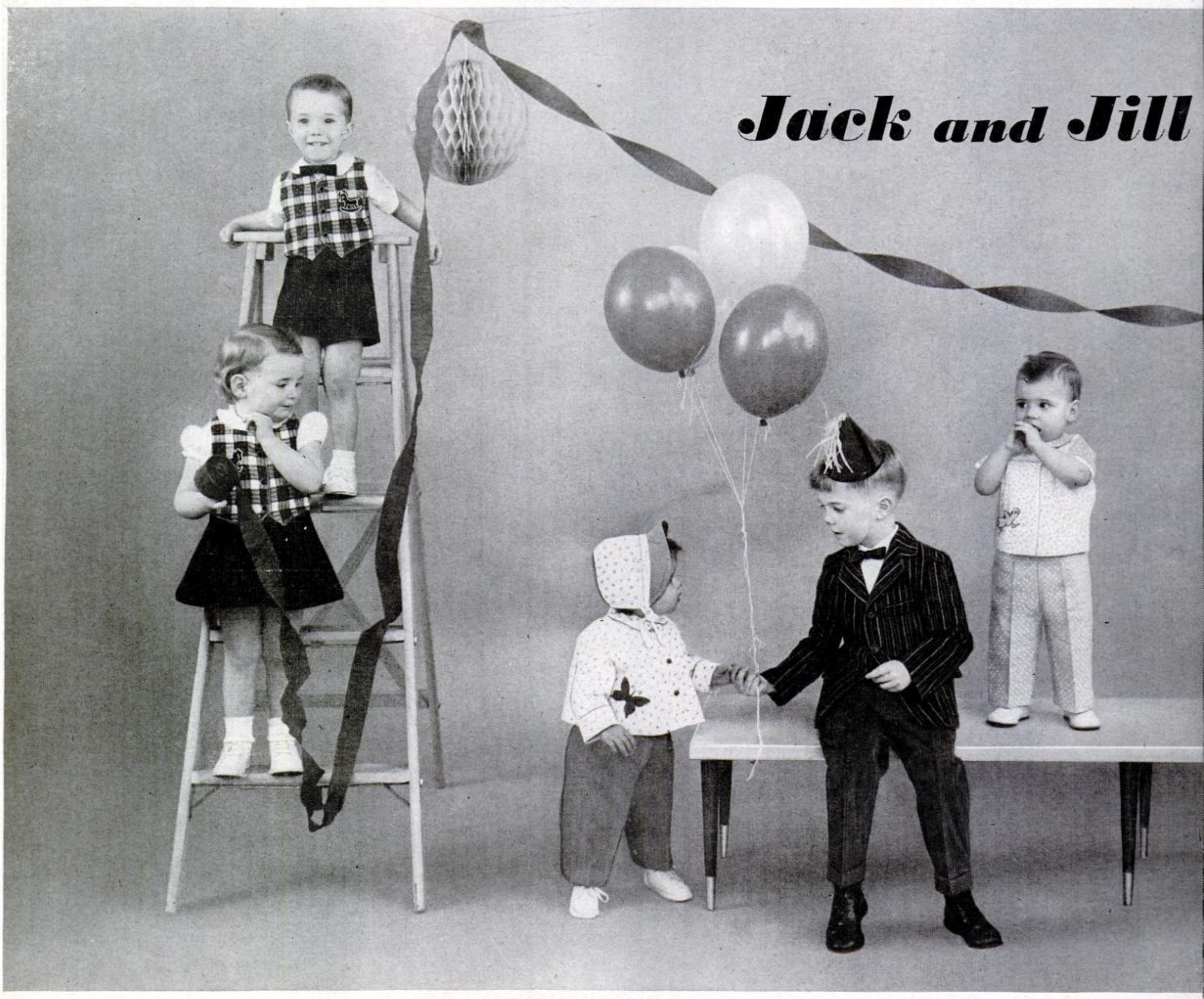
Hotpoint . . . the washer that's fully automatic from start to finish

for all washable *fabrics*—all washing *temperatures*—all washing *times*

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Wonderfully wearable fashions for tots



Carefree complements of carefree childhood. Smart, comfortable, and so thoroughly practical. A comfort to Mom, too, because Jack and Jill Togs are sweethearts in her Hotpoint!

Brother and Sister Corduroy Vestee Sets. Scotch match-mates with lined plaid vest, hobby-horse applique, and covered buttons that match suspend-o-skirt or shorts. Other Brother and Sister Sets available in different styles and fabrics. Set about $5.00 in sizes 1 to 4.

Baby Corduroy Creeper Set. Three piece triumph! Jacket has butterfly applique and piping that matches suspend-o-pants with snap-open crotch; ribboned hat. In Rose, Mint. Set about $8.00 in sizes small, medium, large, extra-large.

Boys' Corduroy Jacket and Slacks. Lined Ivy-League jacket with multi-colored stripes. About $7.00, sizes 3 to 7. Contrasting solid color slacks with zipper front, cuffs, and self-belt. About $4.00 in sizes 3 to 7. Also available in other fabrics and sizes.

Girls' Corduroy Butcher-Boy Set. Bright twosome has pleated jacket with little chick applique, cuffs, and contrasting collar and piping that match suspend-o-creepers with snap-open crotch. Pink, Red, Mint. Set about $5.00 in sizes small, medium, large, extra-large. Also available for boys.

Baby "Built-up" Tuckersheen Creeper. A gay creeper of our durable, no-iron Tuckersheen. Cupid's Heart on bib matches piping, turn-up cuffs; snap-open crotch. About $3.00 in sizes small, medium, large, extra-large.

Girls' Corduroy Coverall. Zippered two-toner, with solid top, fleck pattern on back 'n bottom, and lace collar and cuffs; snap-open crotch. Rose and Light Blue. About $4.00 in sizes small, medium, large, extra-large.

Corduroy Eton Suit. Four piece outfit: Lined red jacket, white vest, suspend-o-slacks with matching clip-on bow tie. Set about $9.00 in sizes 1 to 4. Manufacturer's recommended retail prices. *Jack and Jill Togs, Inc., 1350 Broadway, New York 18, N. Y.*

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....wonderfully washable in your Hotpoint

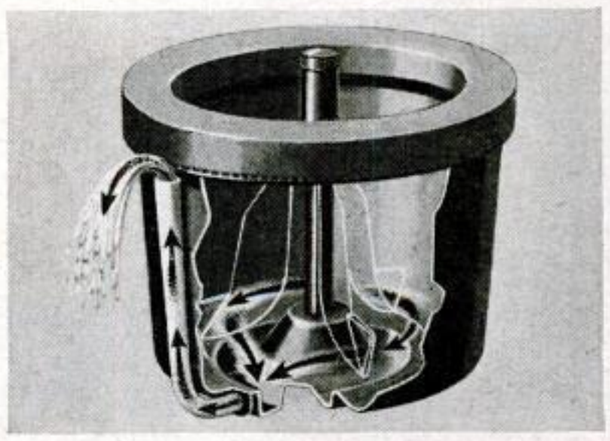


HOTPOINT REMOVES LINT, SOIL, AND SAND AUTOMATICALLY



DEEP OVERFLOW RINSE

Hotpoint clean-wash rinsing gets all clothes cleaner and brighter. Lint, suds and soil are floated out and away from the clothes, never through them. During this Deep Overflow Rinse, the Rubber-Finned Agitator gently sends currents of cleansing water through the clothes, thoroughly removing lint, suds and soil.



AUTOMATIC SEDIMENT SWIRL-OUT

No worry about heavy soil or sand remaining in tub or clothes. Hotpoint removes sediment automatically. The automatic Sediment Swirl-Out traps heavy soil and sand at the bottom of the tub, then spins it out. Soil can't sift back into clothes. No attachments or accessories to remove, clean, or replace.

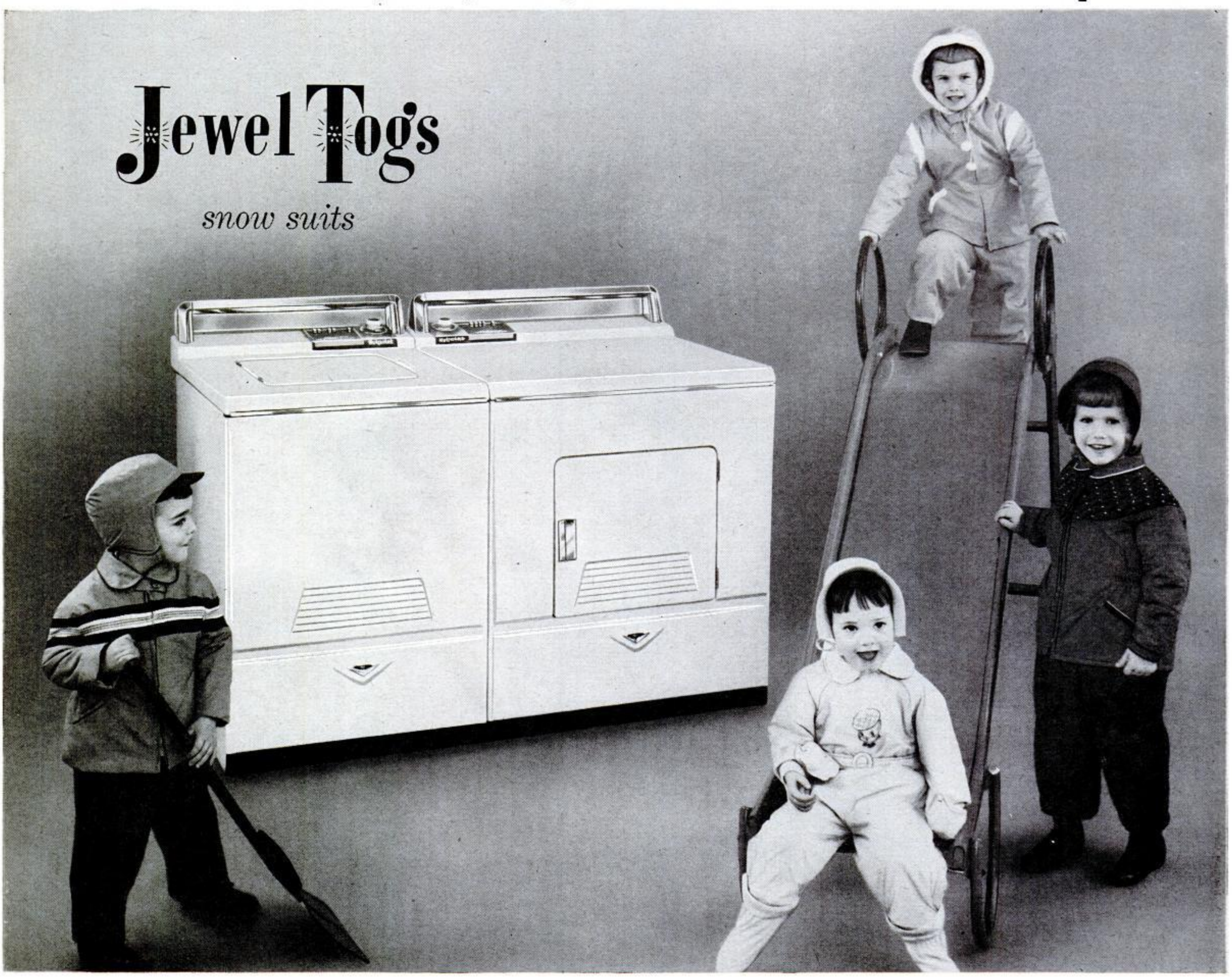
Hotpoint . . . the washer that's fully automatic from start to finish

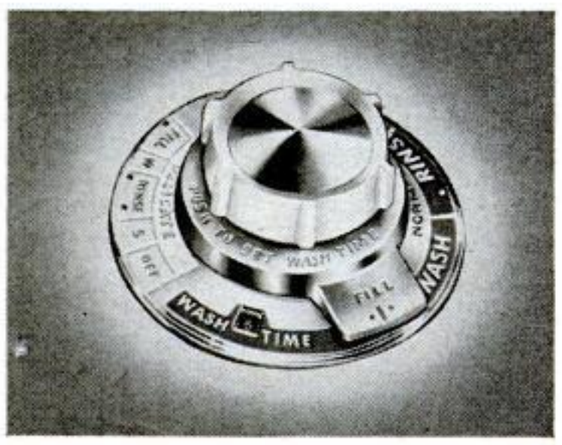
for all washable *fabrics*—all washing *temperatures*—all washing *times*

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Here's perfectly styled weather protection...
and perfectly washable in your **Hotpoint**





HOTPOINT GIVES YOU TWO COMPLETELY AUTOMATIC WASHING CYCLES

Hotpoint's remarkable WOND-R-DIAL provides complete washing flexibility. Two complete washing cycles — "Normal," for heavily soiled cottons and linens; "Delicate," for lightly soiled and synthetic fabrics. If it's washable, it's safe in a Hotpoint. Hotpoint is automatically better for every washing need.

Rugged, practical snow suits that assure the fullest measure of warmth and comfort! Superbly styled in colorful nylon, nylon-and-cotton, and poplin fabrics—all safely washable in your Hotpoint. Jewel Togs are treated with *Norane-W* for durable water-repellency and are equipped with the *Ideal* zipper for trouble-free closure.
(left) Nylon and cotton suit with multi-stripe knit insert. Sizes 2-4 about $16.95, 3-6X about $17.95. *(seated)* 100% nylon suit with kitten applique, twin zippers, removable mittens and booties. Sizes S-M-L-XL. About $16.95. *(right)* Two-tone nylon suit with circular yoke, pony-tail cap. Sizes 2-4 about $14.95, 3-6X about $17.95. *(top)* Two-tone poplin suit with orlon fur trim on hood. Boys' and girls' styles. Sizes 2-4 about $14.95, 3-6X about $16.95. Other styles from $8.98. All available in variety of colors. Manufacturer's recommended retail prices.
Jewel Togs Company • 112 West 34th Street, New York 1, N. Y.

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for all washable *fabrics*—all washing *temperatures*—all washing *times*

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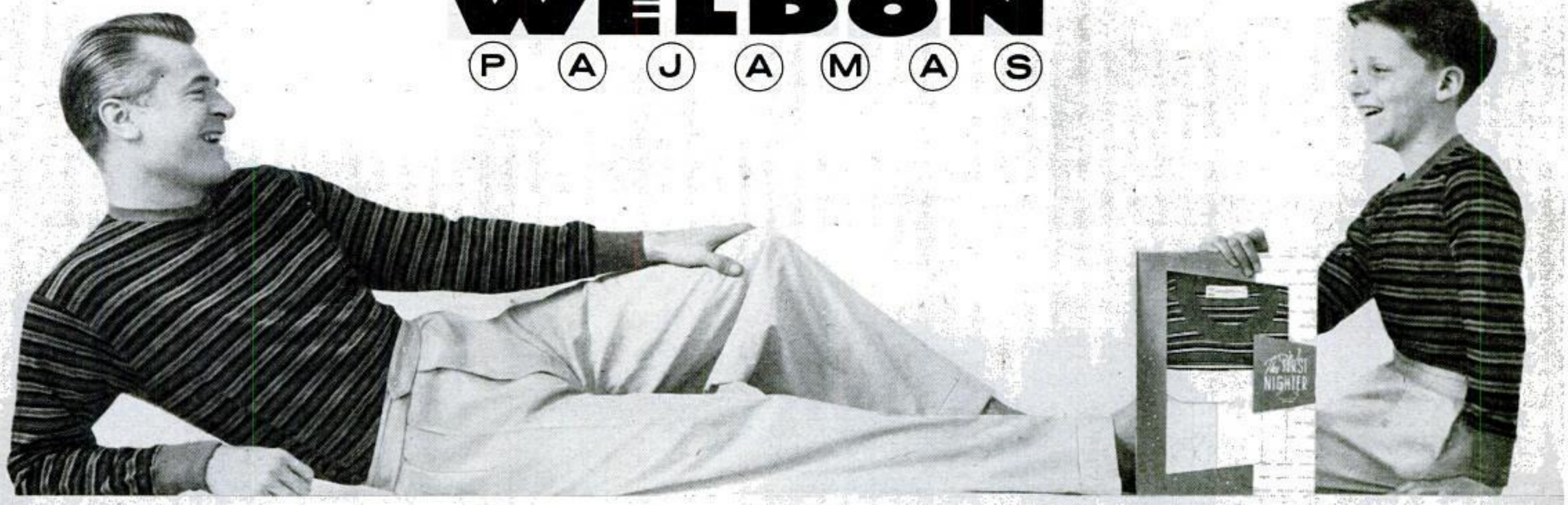
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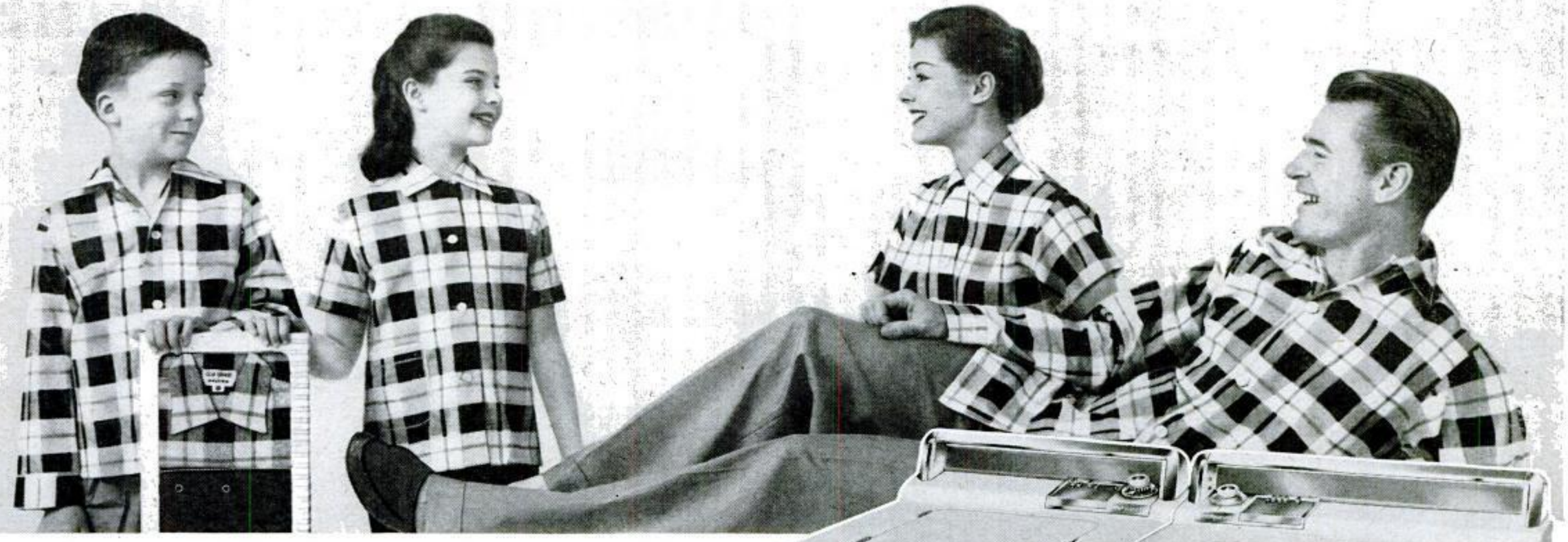
First Nighter and Club Lounge Pajamas...required attire for pleasant dreams...wash like a dream in your **Hotpoint**

Be well turned out when you turn in

WELDON

P A J A M A S





Colorful, casual Weldon Pajamas are the perfect sleep-and-lounge wear. Styles shown feature slack-tailored broadcloth trousers with pockets.
First Nighter . . . Authentic Tartan stripes in combed balbriggan tops. Son: 4-12, about $3.95; 14-20, about $5.00. Dad: A to E and Mr. Long, A to D, about $5.95.
Club Lounge . . . Plaid broadcloth tops. Boys: 4-12, about $3.95; 14-20, about $5.00. Girls: 4-14, about $5.00. Dad: A to E and Mr. Long, A to D, about $7.95. Mom: 32-40, about $6.95. Manufacturer's recommended retail prices.

Weldon Pajamas • Empire State Bldg., N. Y. 1



HOTPOINT GIVES YOU AQUAMATIC WASH-RINSE ACTION

The exclusive Hotpoint Rubber-Finned Agitator gently flexes clothes through the water as it removes the soil. The Deep Overflow Rinse floats away lint and light soil . . . the Automatic Sediment Swirl-Out spins away heavy soil and sand. Clothes wash *and* rinse *cleaner* in a Hotpoint.



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They look better, wear longer...
wash easily, safely in your **Hotpoint**



SOCKS FOR INFANTS THROUGH TEENS



Ideal for all young people because their quality is the finest. Attractively styled, designed for the utmost in comfort and wearability. Simple to care for because they wash quickly, safely, automatically in your Hotpoint. *Le Roi Hosiery Co., Inc., 200 Madison Ave., New York 16, N. Y.*

Hotpoint does all your washing automatically. Whether full loads or partial loads, Hotpoint uses just the right amount of water for perfect washing. No need to wait until the wash basket is full. Loads of any size wash economically in your Hotpoint. Great convenience — and Hotpoint provides it for you *automatically!*

HOTPOINT GIVES YOU AUTOMATIC PARTIAL LOADS

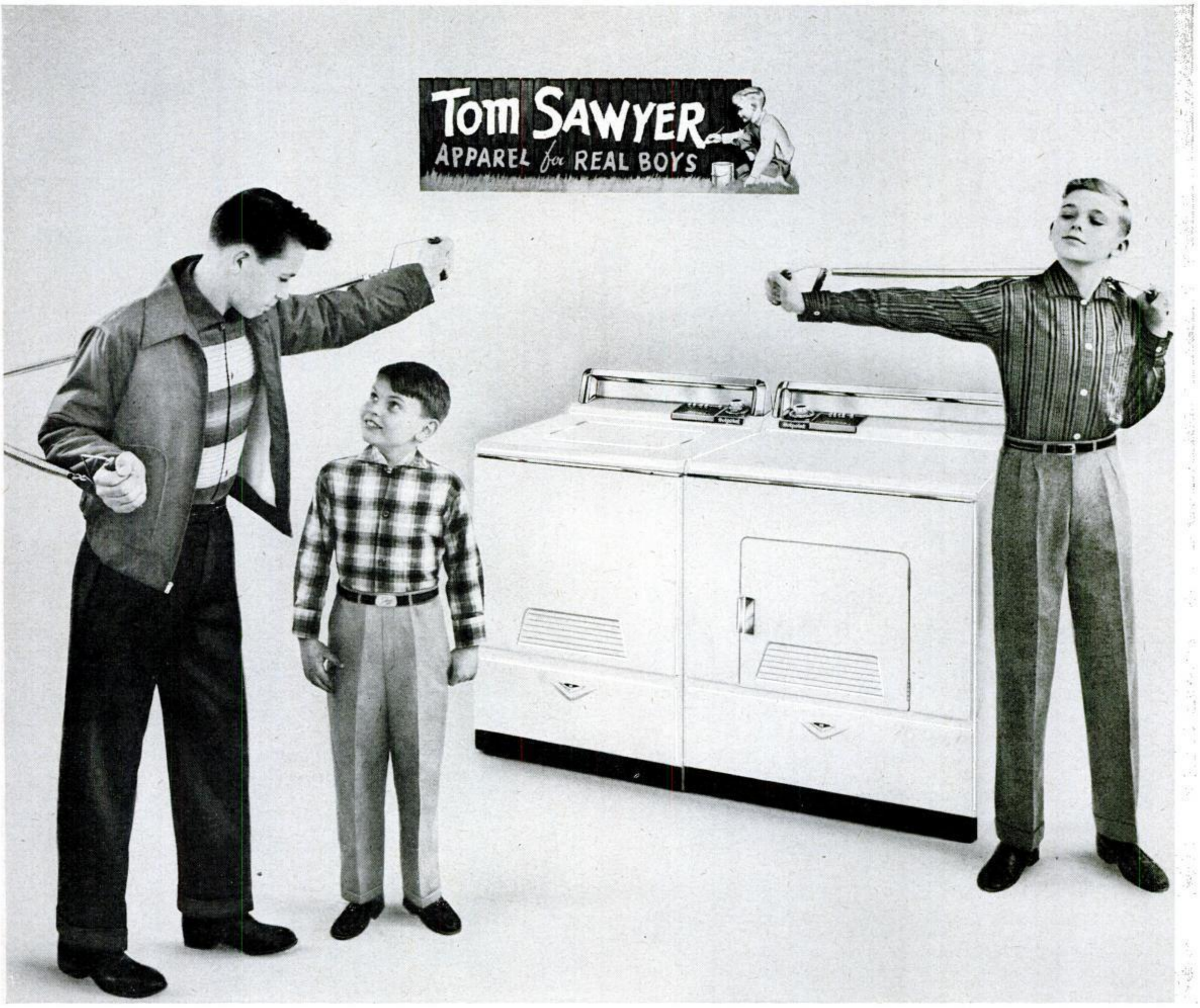
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Long on looks, long on wear...
and all washable in your **Hotpoint**



Tom Sawyer is famous for styling boys' clothes that are a pure pleasure all around. They look as good as a muscle-flexing boy feels; they match his stamina and spirit. And they're much easier to maintain, as witness the jackets, slacks, and shirts shown above. Everything that went into them, except the boys themselves, are safely washable in your Hotpoint. Tom Sawyer and Hotpoint get along *famously* together!

Elder Manufacturing Company, St. Louis 3, Missouri

(Left) Jacket, "Nylo-Jac," sizes 4-20 about $13.98. Slacks, "Dacro-Sheen," ages 4-12 about $4.98; 25-32 waist about $7.98. Shirt, Northland cotton flannel, sizes 6-20 about $2.95.
(Center) Slacks, chino, "Ivy" model, ages 4-12 about $3.98; 25-32 waist about $4.98. Shirt, cotton plaid, sizes 6-20 about $2.95.
(Right) Slacks, wool and orlon flannel, ages 4-12 about $7.98; 25-32 waist about $10.98. Shirt, "Porto Fino" cotton stripe, sizes 6-20 about $3.95. Manufacturer's recommended retail prices.

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for all washable *fabrics*—all washing *temperatures*—all washing *times*

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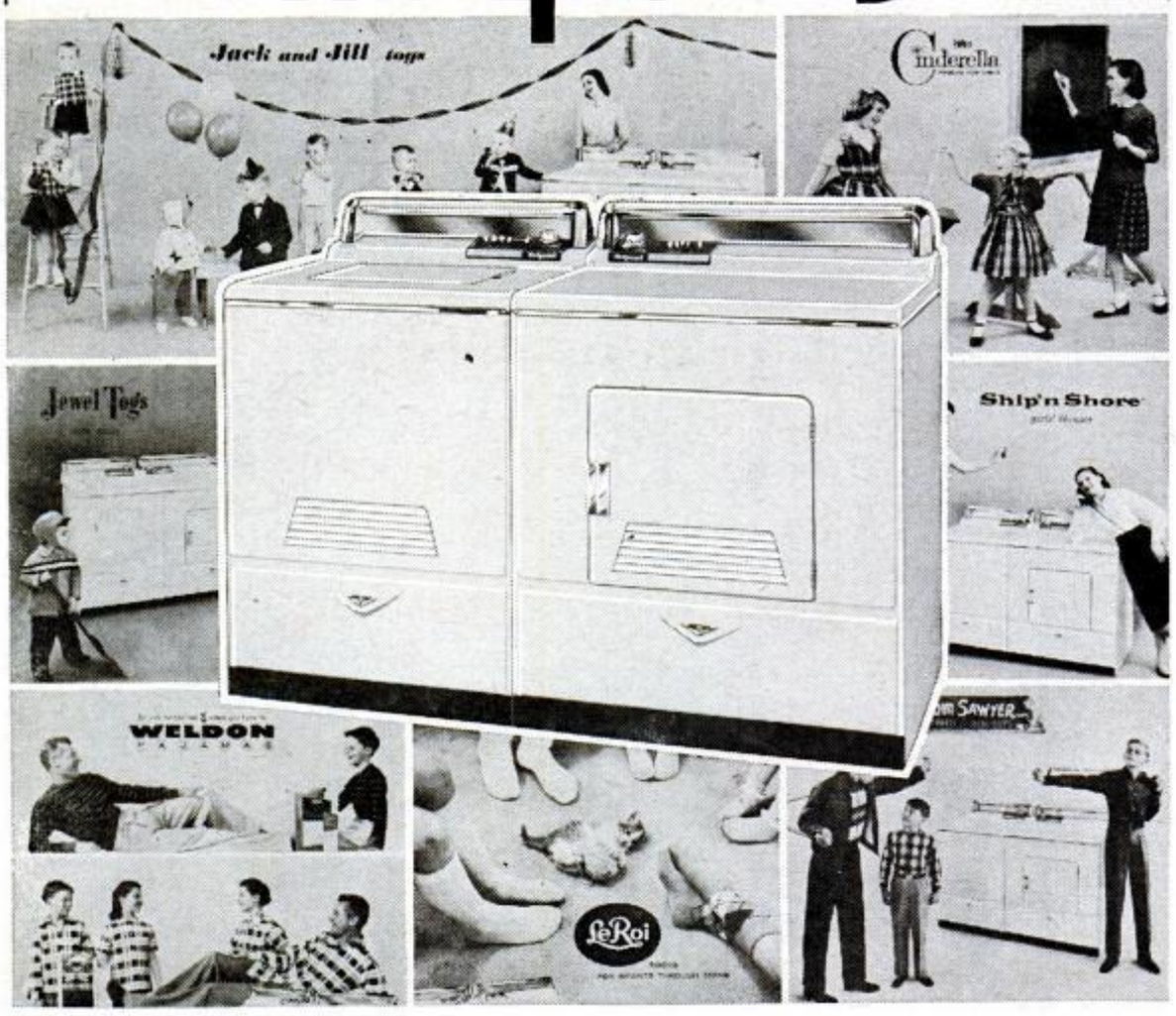
Ranges • Refrigerators • Automatic Washers
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Disposalls® • Water Heaters • Food Freezers
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See store listing on page immediately following this 10-page section.

Hotpoint Co. (A Division of General Electric Company), Chicago 44

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Hotpoint



Where you can buy Hotpoint Automatic Washers and Dryers and the children's fashions shown in the ten preceding pages

HOTPOINT Pushbutton Automatic Washers and Dryers may be seen in the appliance departments of the department stores listed below, as well as in appliance stores almost everywhere. The children's wear departments of the stores listed below, and many children's wear stores as well, carry all or most of the children's fashions shown. Watch your local newspapers for store advertisements and announcements of special HOTPOINT–Children's Wear Events.

Akron, Ohio	Polsky's
Albany, N. Y.	W. M. Whitney & Co.
Albert Lea, Minn.	Skinner-Chamberlain
Albuquerque, N. Mex.	Fedway Stores
Allentown, Pa.	Hess Brothers
Amarillo, Texas	Fedway Stores
Arlington, Va.	The Hecht Co.
Atlanta, Ga.	Davison's
Augusta, Ga.	Davison's
Bakersfield, Calif.	Fedway Stores
Baltimore, Md.	The Hecht Co. (4 stores)
Boston, Mass.	Gilchrist Company
Boston, Mass.	R. H. White Co.
Bridgeport, Conn.	D. M. Read Inc.
Brockton, Mass.	Gilchrist Company
Buffalo, N. Y.	Sattler's
Cedar Rapids, Iowa	Newman's Mercantile Co.
Cleveland, Ohio	The May Co.
Columbus, Ga.	Davison's
Denver, Colo.	The May Co.
Detroit, Mich.	Federal Stores (14 stores)
Detroit, Mich.	Peoples Outfitting
El Paso, Texas	White House Department Store
Eureka, Calif.	Spiegel Outlet Stores
Flushing, L. I., N. Y.	Gertz
Framingham, Mass.	Gilchrist Company
Galesburg, Ill.	Block & Kuhl Co.
Grand Rapids, Mich.	Wurzburg Co.
Great Neck, N. Y.	Stern Bros.
Hartford, Conn.	Sage-Allen
Jamaica, L. I., N. Y.	Gertz
Johnson City, N. Y.	Olum Furniture Co.
Kansas City, Mo.	The Jones Store
La Crosse, Wisc.	Doerflinger's
Lansing, Mich.	F. N. Arbaugh Co.
Longview, Texas	Fedway Stores
Los Angeles, Calif.	The May Co. (5 stores)
Macon, Ga.	Dannenberg's
Macon, Ga.	Davison's
Medford, Mass.	Gilchrist Company
Memphis, Tenn.	Lowenstein's (4 stores)
Moline, Ill.	Block & Kuhl Co.
Muncie, Ind.	Ball Stores
Muskogee, Okla.	The Jones Store
New Haven, Conn.	Malley's
New York, N. Y.	Gimbels
New York, N. Y.	Stern Bros.
Oakland, Calif.	Spiegel Outlet Stores
Omaha, Nebr.	J. L. Brandeis & Sons
Oswego, N. Y.	Gover's
Pittsburgh, Pa.	Rosenbaum's
Pomona, Calif.	Fedway Stores
Portland, Ore.	Olds & King
Quincy, Mass.	Gilchrist Company
Reading, Pa.	C. K. Whitner Co., Inc.
Rochester, Minn.	C. F. Massey Co.
Sacramento, Calif.	Spiegel Outlet Stores
San Francisco, Calif.	Macy's California
San Francisco, Calif.	Spiegel Outlet Stores
Schenectady, N. Y.	The Carl Company
Scranton, Pa.	Scranton Dry Goods Co.
Sheboygan, Wisc.	H. C. Prange Company
Sioux Falls, S. Dak.	Shriver's, Inc.
Syracuse, N. Y.	E. W. Edwards & Son
Tucson, Arizona	Levy's
Waltham, Mass.	Gilchrist Company
Washington, D. C.	The Hecht Co.
Westchester, N. Y.	Gimbels
Wheeling, W. Va.	Stone & Thomas
Wichita Falls, Texas	Fedway Stores
Wilmington, Del.	Kennard's
Worcester, Mass.	R. H. White Co.
Yonkers, N. Y.	Gimbels
Youngstown, Ohio	G. M. McKelvey Company

A HURRAH

Oldtime Boston boss says 'That book about me' failed to do him justice

FOR 20 weeks this year Edwin O'Connor's *The Last Hurrah*, a joyous novel of big-city politics, was at the top of the best-seller lists. It is both an affectionate farewell to—and an exposé of—the oldtime city boss, that vanishing figure who, in his most flamboyant manifestations, was often an Irish-American.

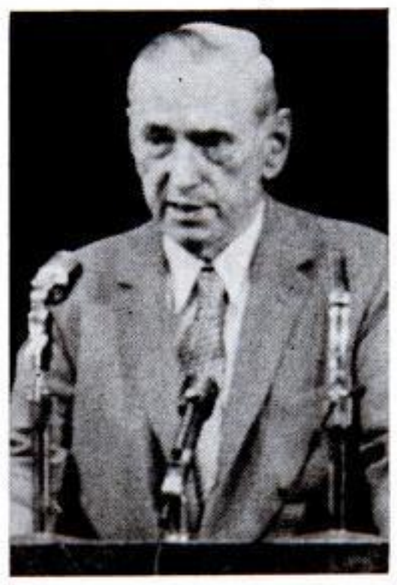
A Book-of-the-Month Club selection, *The Last Hurrah* already has more than two million copies in print. It is one of the finest American novels ever written about politics, and its title has already become a part of the language.

The Last Hurrah recently received a special accolade in the form of a lecture at the University of New Hampshire by James Michael Curley of Boston, one of the great city bosses of his time. LIFE here publishes his review of the book because there is, perhaps, no man more peculiarly suited to comment on it.

The chief character in *The Last Hurrah* is Frank Skeffington, a 72-year-old Irish-American, many times mayor of a city resembling Boston, former governor of his state, a consummate politician, a superb, old-fashioned orator and, in the opinion of his many enemies, the most unprincipled rogue in politics.

When the novel was first published, an imaginative Boston newspaper asked Curley to review it—possibly because he was an 81-year-old Irish-American, four times mayor of Boston, former governor of Massachusetts, a consummate politician, a superb old-fashioned orator and, in the opinion of his many enemies, the most unprincipled rogue in politics. Curley took one look at his advance copy of *The Last Hurrah* and sent it back to the paper with the terse review: "The matter is in the hands of my attorneys."

But when the book appeared, Curley saw that everyone was delighted with Skeffington. Readers might deplore Skeffington's outrageous conduct, his ruthless use of power and his lack of political ethics, but he was so full of life, so charming and buoyant, and so adept at helping "his own people" that everybody loved him.



CURLEY lectures about *The Last Hurrah* at Durham, N.H.

Always attuned to public opinion, Curley began to talk fondly of "that book about me." When he finally ran into Author O'Connor, he said, "I'm glad to see you. That was a fine book you wrote about me." Curley cut off O'Connor's disclaimer that Skeffington was wholly imaginary: "Yes, indeed, most entertaining," he boomed.

The son of Galway immigrants, Curley was a ward boss at 26 when the Boston Irish were just coming into their own. He built his power the old-fashioned way—with handouts, promises, hokum and oratory. An alderman at 30, he ran into trouble by taking a civil service exam for a not very bright supporter and wound up in jail for conspiracy. Instead of being contrite, he posed as a martyr who had risked everything for a destitute friend. As alderman and later as councilman, he made life miserable for his colleagues, proposing countless reforms and civic improvements that enhanced his reputation as the champion of the oppressed.

In 1914, when he became mayor, his openhanded leadership gave the city new beaches, new buildings, new roads, new playgrounds—all at fantastic public expense, to be sure. While good-government committees tried desperately to pin down rumors of graft, Curley raised taxes, bludgeoned banks into making forced loans, exhausted the treasury, threw the city into debt—and went right on spending money. At one point he threatened to flood a bank's vaults with city water if he did not get a loan. He got it.

Despite almost hysterical opposition, he won a second and then a third term as mayor. Then, in a move that was considered political suicide in Boston, he deserted Irish-Catholic Al Smith and supported

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FOR CURLEY BY CURLEY



CURLEY'S PORTRAYAL OF CURLEY, AS ENVISIONED BY CARTOONIST WALT KELLY, PRODUCES A KNIGHT IN SHINING ARMOR SURROUNDED BY GRATEFUL ADMIRERS

Roosevelt in 1932. At the convention Massachusetts would have nothing to do with him or Roosevelt, but Curley finagled himself into the role of acting chairman of the Puerto Rico delegation. As Jaime Miguel Curleo, he arranged the deal with Hearst and Garner that gave Roosevelt the nomination. He came home to Boston in triumph—and began his first speech, "*Señores* and *señoritas* . . ."

Curley used the New Deal as a lever to get immense sums of federal money for Boston and, when he became governor in 1935, for Massachusetts. Reform groups finally caught up with him in 1938, had him slapped with a $42,629 bill. He was rescued by Boston supporters who, through individual contributions, paid a large part of his debt.

In late 1945 the federal government tried Curley for using the mails to defraud. (The trial had to be interrupted while he was inaugurated for his fourth term as mayor.) Found guilty, he was given six to 18 months in jail. He drew his mayor's salary in prison, was released after five months and served the rest of his term as mayor.

It was his last public office. In 1949 he was defeated for re-election. After that he ran for several offices but was always badly defeated, and his day seemed to be over. Now, with the publication of *The Last Hurrah*, Curley is on stage once again, and with undimmed enjoyment. On the following pages he delivers an amazing review—not of *The Last Hurrah* but of his own career. It is the happy testament of a man who may well have deserved the criticism directed at him but who obviously had a wonderful time being James Michael Curley—or Frank Skeffington.

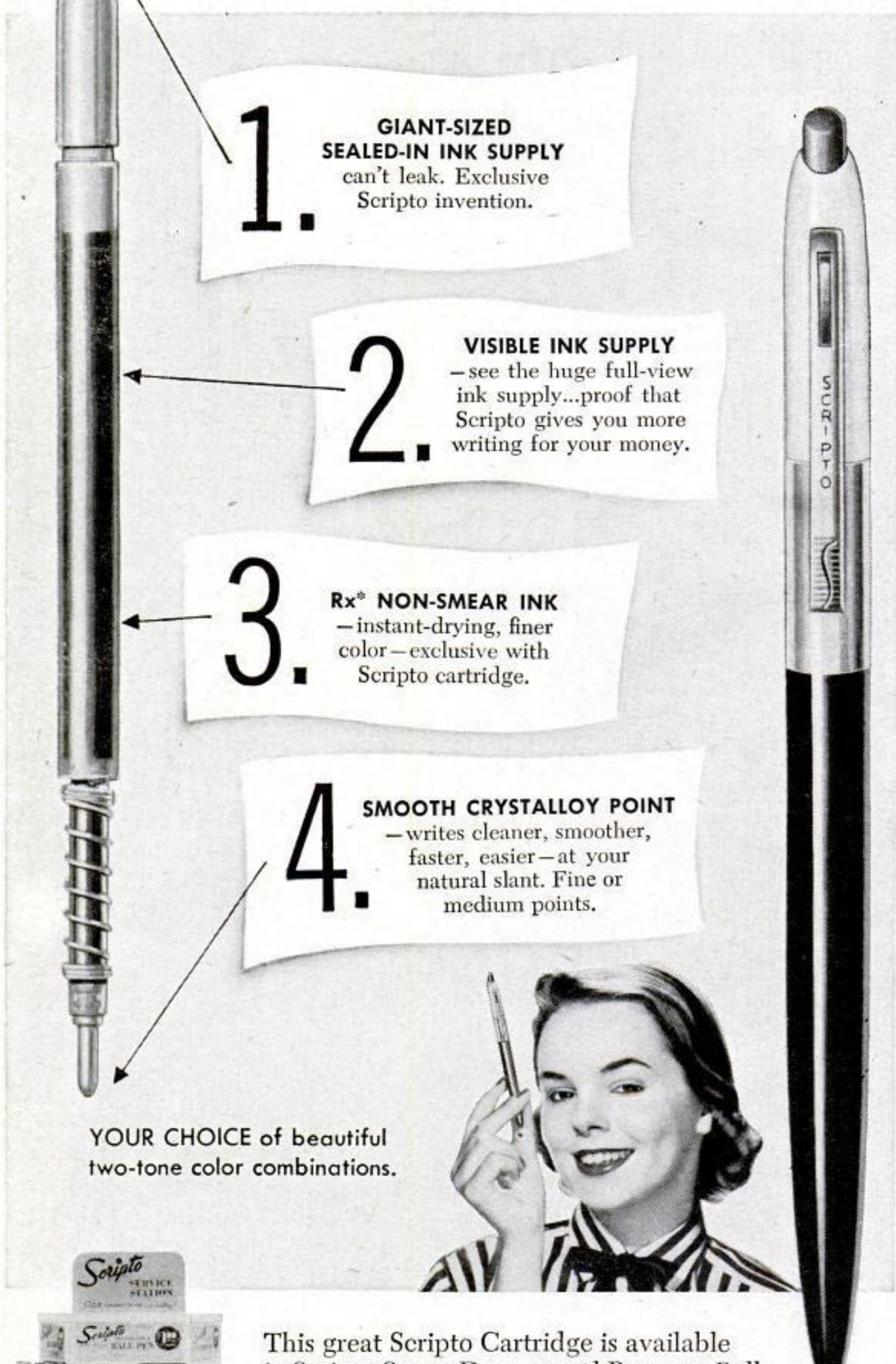
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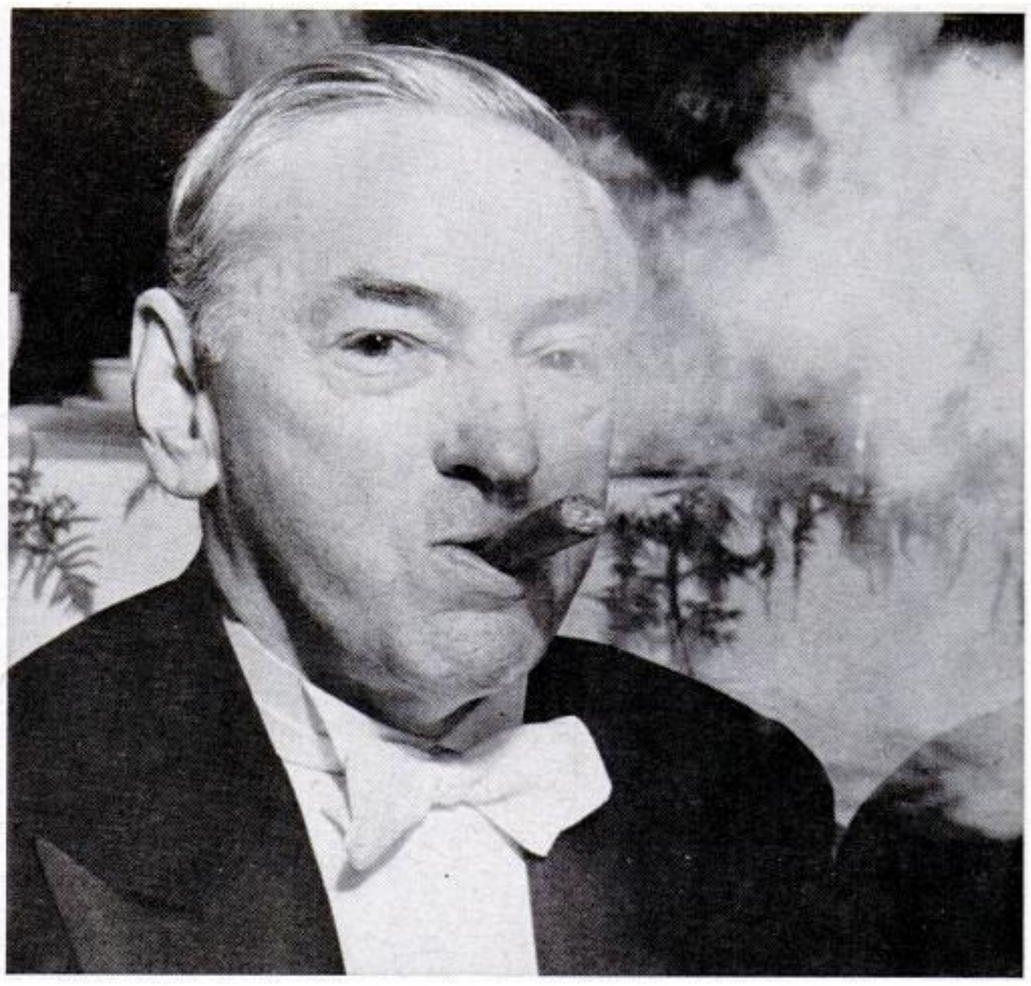


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THE PERENNIAL POLITICIAN, Curley beams through cigar smoke during his fourth term as mayor, an office he wanted to hold "as long as I live."

'Some nice things' the book omitted

by JAMES MICHAEL CURLEY

I HAVE been asked to discuss a book called *The Last Hurrah*. Well, I want to be absolutely frank with you. I rather like the man who wrote that book. I've had the pleasure of meeting him and I've got a lot of respect for his ability. But I feel the last paragraph of that book contains everything that is worthwhile reading in the book. I am supposed to have received the last rites of the Catholic Church and I'd been in a state of coma for about 12 hours when the owner of the Boston *Herald* comes in and looks at me in that sad state, and he said, "I suppose, Skeffington, if you had to do it all over again you'd do different." And I replied to him, as I would reply if I were Skeffington, "The hell I would."

I think it was some poet who said, "To my virtues be most kind, to my faults a little blind." They've been rather blind to my virtues, but they've never been blind to my faults, although virtues outshine faults tremendously. I wish that the author of the book had had an opportunity to read this book here. It's entitled, "The Commonwealth of Massachusetts Addresses and Messages to General Court, Proclamations, Official Addresses, Correspondence and Statements" by His Excellency Governor James M. Curley for the year of 1935 and 1936. It's a compilation of all the messages that had been sent in to the legislature during that period and all the proclamations and all the radio addresses of any consequence. And I'm going to leave it to the faculty when I leave here tonight so they may have an opportunity to read it over and then decide if Curley was just as bad as Curley has been so often painted.

I believe that if the author of *The Last Hurrah* had had an opportunity to be about 20 years older than he is, or perhaps 30, he might have some idea of the ferocity of the struggle for existence upon the part of the workingman in any portion of New England. The average salary about 40 years ago for laborers was 10¢ an hour. The women who scrubbed the floors in our state capitol when Curley came in, they received about $1.50 a day and that's all. Many of them were beautiful women, married some promising young man, believed the whole future was going to be a day in a bed of roses for them. The young man died and passed away and they were left with the children in the struggle for existence.

The first day I was in the Statehouse as governor in 1935, I saw those women who had seen better days and had better prospects at

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PHILLIPS' TABLETS



CAROL-SINGING MAYOR joins charwomen in Christmas hymns at City Hall. He got charwomen off their knees by introducing long-handled brushes.

CURLEY CONTINUED

one time down on their knees scrubbing the floor. So I sent for the superintendent of the Statehouse and I said, "How long has this been going on? Women down on their knees on the hard marble floors scrubbing them." "Oh," he said, "that's always been the rule." I said, "It isn't the rule any longer. I want you to gather up those scrubbing brushes and throw them in the ash barrel and buy long-handled brooms for the women to work with. The only time a woman should be on her knees is when she's praying to Almighty God for better days."

We were most inhuman in our treatments in Massachusetts—and I believe that applies pretty generally to many states of the Union—of the unfortunates afflicted with insanity. We had 3,500 insane persons in the institutions and we had an average of 500 being committed every year. They had those old bathtubs similar to what they used in the days of Caesar, about 8 foot long and 4 foot wide and 3 foot deep. And when a woman would get obstreperous, they'd put her in that bathtub, a hole cut for the head to come out, steel planks on the sides.

The attendants were working a seven-day week and a 12-hour day. Well, now if you're handling insane people, seven days, 12 hours a day, when Saturday night comes around you'd find it kind of difficult to keep awake and what would happen? The attendant would have a woman put in one of those bathtubs Friday night or Saturday night or Sunday night, and then he'd close the iron door and turn the water on lukewarm and go outside and smoke a cigaret. You turn it on lukewarm and it'd stay lukewarm for a while and then turn hot, boiling, scalding. The attendant would fall asleep, wake up in perhaps 15 minutes or a half hour, open the door and somebody's mother would have every bit of flesh scalded off her limbs. I'd sent to the head of the institution and asked for a report on that case. He'd say, "No such thing ever happened."

'It smells like a stable'

AS it so happened, we were constructing two new buildings for the women, and the federal men had charge of the job, and one of the federal men was a friend of mine. He said, "You ought to come out here some morning early and see what takes place here." He said, "It smells like an old New England stable did about 50 years ago."

So I went out one morning about half past five with a friend and went through the two buildings. The women's beds were as close together as the fingers of my hand. This woman here would want to get a glass of water and she'd pull up the blankets and pull them off the other woman and they'd be at one another and one of them would be killed. There were no slips on the pillows, there were no sheets on the beds, and the mattresses were soaking wet and black as Egypt.

Then they came around to deliver the food. They delivered, in galvanized iron ash cans, oatmeal, without sugar and without milk. The assistant came along with a long-handled pail and dipper and would dip in and say, "Get ready" and slap it on. They had for breakfast every day cooked oatmeal without milk or sugar. And

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IDAHO	Boise.....C. C. Anderson Idaho Falls....C. C. Anderson Lewistown.....C C. Anderson Twin Falls.....C. C. Anderson
IOWA	Waterloo.....Black's
LOUISIANA	Lake Charles.....Muller's
MASSACHUSETTS	Boston.....Jordan Marsh Framingham....Jordan Marsh Lowell.....The Bon Marche Malden.....Jordan Marsh
MICHIGAN	Grand Rapids, Herpolsheimer's Jackson.....Field's Muskegon Hardy-Herpolsheimer Pontiac.....Waite's
MINNESOTA	Minneapolis.....Donaldson's Rochester.....Donaldson's St. Paul.....The Golden Rule
MISSISSIPPI	Jackson.....Kennington's
MISSOURI	Springfield.....Heer's
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NEW YORK	Flushing.....Gertz Great Neck.....Stern Bros. Jamaica.....Gertz New York City.....Stern Bros. Syracuse.....Dey Bros.
NORTH CAROLINA	Greensboro.....Meyer's
OHIO	Akron.....Polsky's Canton.....Polsky's Cincinnati.....Rollman's Cleveland Sterling Lindner Davis Columbus, Morehouse-Fashion Hamilton..Robinson-Schwenn Middletown.....John Ross Springfield.....Edward Wren
OREGON	Eugene.....The Bon Marche Pendleton.....C. C. Anderson
PENNSYLVANIA	Butler.....Troutman's Connellsville.....Troutman's Du Bois.....Troutman's Easton.....Laubach's Greensburg.....Troutman's Harrisburg.....Pomeroy's Indiana.....Troutman's Latrobe.....Reed's Lebanon.....The Bon Ton Levittown.....Pomeroy's New Castle The New Castle Store Pottsville.....Pomeroy's Reading.....Pomeroy's Wilkes-Barre.....Pomeroy's
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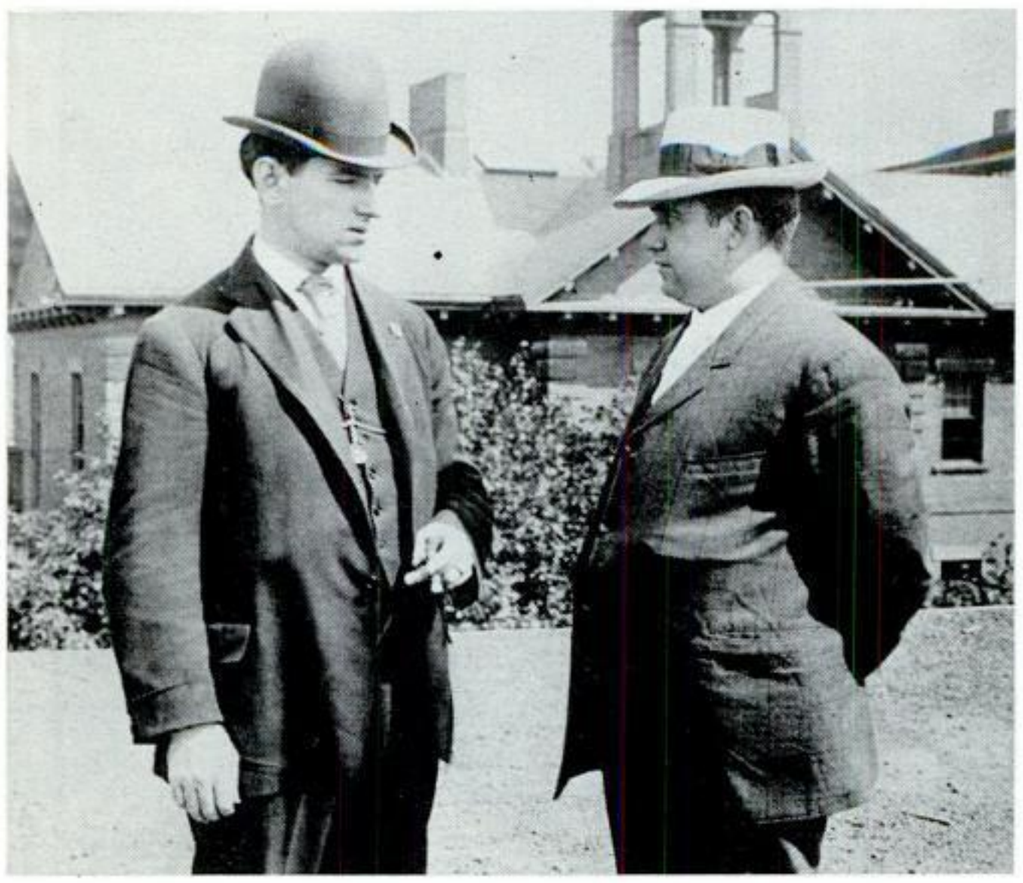
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PARTNERS IN CONSPIRACY, Curley (*left*) and associate Thomas Curley (no relation) took civil service exams under assumed names to help two supporters get jobs. Recognized by an official, both Curleys were sent to jail.

CURLEY CONTINUED

that had been going on all these years. And after I went through the second building I came out and the superintendent, a highly intelligent, cultured gentleman, on crutches, had been on a drunk for three weeks and just got out. He came along and with a very nice voice he said, "Your Excellency. Thank the Lord, I'm just in time." I said, "You *are* just in time. You're fired."

And so we changed all that. I had to appoint 2,500 persons, men and women, as attendants, when we reduced the time from a seven-day week and a 12-hour day to a six-day week and an eight-hour day. But here's the interesting thing about it that people lose sight of. One year after I had put through the change, in the interest of humane treatment of the unfortunates in insane asylums, they had a meeting of 30 nations in London and in one day the 30 nations voted to adopt the Curley eight-hour day and a six-day week. So you see, from a small thing like that there's benefit. That'd be a nice thing to put in the book.

Now then they talk about winning the support of the poor people in order to secure election. Well, I recall that in 1900 there were only two agencies, the Salvation Army and one of the Catholic agencies that provided for the poor in rather a meager way at Christmas. And the following year I decided that we would give them a decent Thanksgiving dinner and a decent Christmas dinner with turkey and all the fixings and everything that goes with it, and then toys for the children and mittens for the boys and girls at Christmas time. Well, I discovered that the party in power at the time—not my own political party but the other—learned what was going on, and they discharged every high-salaried person who belonged to the old Tammany Club.

So, I went down and saw the pawnshop man, and I pawned my watch for $125. The salary of the city council, in those days, was only $300. So, I went to a money lender and told him what the situation was. I needed some money to take care of the poor at Christmas. What would he give me on my salary? He said, "I'll give you $260, and I'll charge you $100 interest, and the interest has got to be paid back in three weeks." "Well," I said, "I need the money awfully bad so I've got to take it."

'I'll pay you eventually'

AND then I woke up and discovered that I was still shy of enough money for the presents. And I went down to George Raymond [Raymond headed a Boston department store]. Raymond had died and a man from Winchester had the job. I'd never met him in my life before and he'd never met me. I went in. I told him the situation. I said, "I would like to get a thousand dollars' worth of dolls and toys and dollar woolen mittens for the boys and girls out there. Now, you don't know me, and I don't know you. The question is whether you are willing to trust me or not. I might not pay you for six months, and I might not pay you for a year, but I'll pay you, eventually." He said, "You can have a thousand

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FRIEND OF THE POOR, Curley gives peddler $5. Håndouts were fine vote-getting device for Curley in real life, as for Skeffington in *The Last Hurrah.*

CURLEY CONTINUED

dollars' worth, this minute." So he gave me all the toys I needed and all the mittens.

I don't know whether anybody here has ever read about Fantine in that book [*Les Misérables*] by the French novelist, Victor Hugo, but his story is in there about the first doll Fantine's little girl had, and how she felt with it. Well, we started to give out the dolls, and there was one doll about 3 feet high, and when you passed it over your shoulder it said "mummy." There was a little blind girl in the audience about 5 years of age, born blind, and I instructed them to go down and bring her up and give her the doll. She took hold of the little doll and she said, "Oh, it isn't a doll, it's a baby," she said. She put it over her shoulder, and it said "mummy." "Ma, I'm going home with my baby," she said and rushed for the door. We just caught her in time or she'd have been killed on the steps going down. It more than repaid us for all that we did, and eventually I paid it.

Fixing the loan sharks

THEY had customers there, these loan sharks. When I went in as mayor, there were 3,200 persons in the employment of the city in the hands of the loan sharks, 3,200. And so I investigated and checked up, and I found an old law under which no male married man could make his salary out to a loan agency unless he had the approval of his wife, and there were only eight that had the approval of their wives. And the total amount borrowed was $38,000.

So we dispossessed the loan sharks to the tune of $38,000. Well, the man that charged me $100 interest on my city council salary to get food for the poor, he lost $18,000. And I met him on the street, great big husky, he boosted about 6 feet 6 inches, and dressed in the height of fashion. He said, "You did a contemptible trick to me." He said, "I had $18,000 of those loans, and I lost every cent of it." I said, "I was good to you. I only charged you compound interest compounded weekly. If I had charged you interest compounded every hour it would have cost you $38,000." He took off his hat every time I passed him after that. Now those are the little things, and the little things count.

After we got rid of the bad moneylenders, why, I organized what's known as the City of Boston Credit Union. The City of Boston Credit Union, created on Nov. 15, 1935, interesting to note, has loaned $18.5 million since the inception and with losses of only $41,000 and those losses were due to the police strike that took place at one time. And so, anybody who works for the city, of the 18,000 city employes, they can go and borrow money from the city, pay a half of one per cent a month and get all the money they want. It's a good law. It ought to be in operation everywhere. It would do away with the loan sharks who have no conscience and have no regard for their fellow men.

Now, those are things that really ought to be included in this book, but they haven't been included. I suppose it's doing too much credit to Curley to include them, but it's gone on and on and on all of the time. It hasn't been an easy job bringing these

CONTINUED

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WITH ROOSEVELT Curley took part in 1932 presidential campaign. He expected Cabinet post or ambassadorship but was disappointed after election.

CURLEY CONTINUED

matters about. It was continuous fighting all the time. I sometimes think of what Kipling said in *Mandalay*:*

When Earth's last picture is painted
and the tubes are twisted and dried,
When the oldest colors have faded,
and the youngest critic has died,
We shall rest, and, faith, we shall need it
—lie down for an aeon or two,
Till the Master of All Good Workmen
shall put us to work anew.
And those that were good shall be happy:
they shall sit in a golden chair;
They shall splash at a ten-league canvas
with brushes of comets' hair.
They shall find real saints to draw from
—Magdalene, Peter and Paul;
They shall work for an age at a sitting
and never be tired at all!
And only The Master shall praise us,
and only The Master shall blame;
And no one shall work for money,
and no one shall work for fame.

Now how vital it is that we remember those little lines as we go through life.

I had a very interesting experience, and I think they could have the same thing here in this institution. In 1930, when the Depression came on, I called a conference of the professors of economics in the 22 colleges and universities in Massachusetts. I had them meet once a week for a period of nearly a year. We had dinner, cocktails, highballs occasionally, and 100% attendance, of course. And the dean of Harvard economists said to me after we had had a meeting for about a month, he said, "I can't understand it, I've been teaching economics for 30 years at Harvard University, and this is the first time I've been asked to give advice to a public official as to a new course of procedure."

They made certain recommendations. The first recommendation was that in the event of another depression the country would immediately establish a Federal Industrial Planning Board. Now there isn't a successful corporation in America that doesn't have a planning board to plan the future and anticipate what's going to happen. They never had one in the United States. They never had one that worked at the Statehouse until Curley came in. And I asked President Roosevelt before he died, about five months, "How'd that planning board make out?" "Why," he said, "that was phenomenal. It was miraculous."

In the judgment of the economists who studied in Washington, their first recommendation represented a savings in the United States of $10 billion. President Roosevelt said their first recommendation was the planting of trees along the rivers and lakes in the Northwest and in the middle of the country and along the

*Curley is actually quoting from a Kipling poem entitled, *When Earth's last Picture Is Painted.*

CONTINUED

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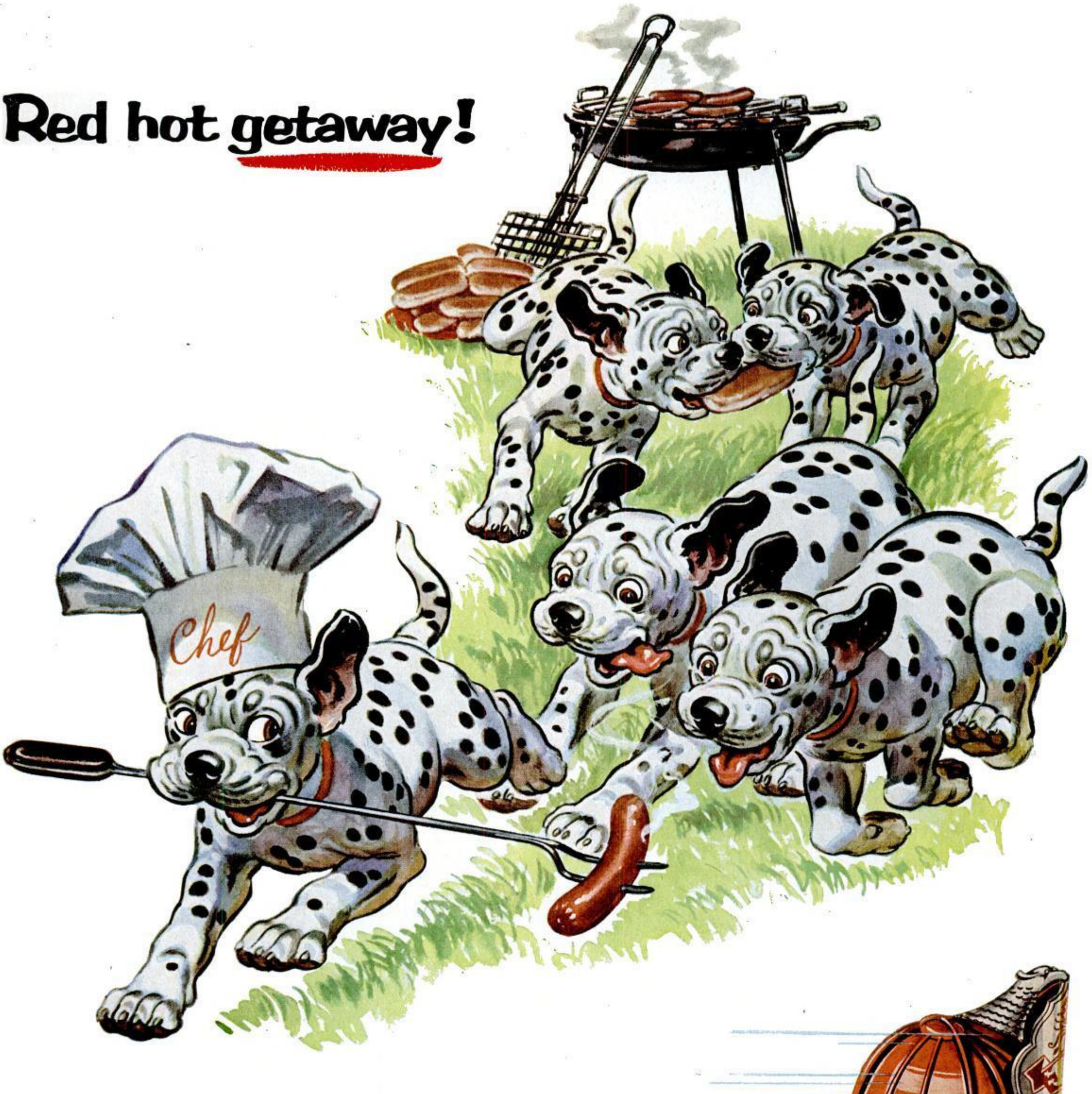
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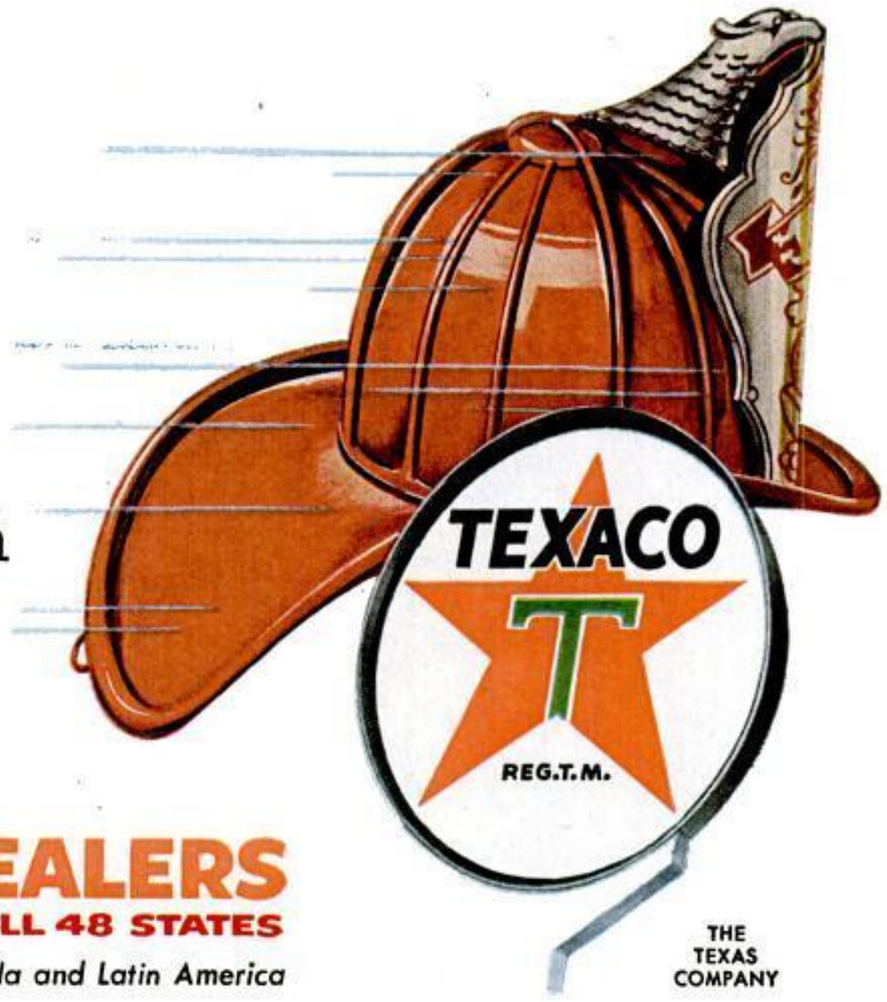
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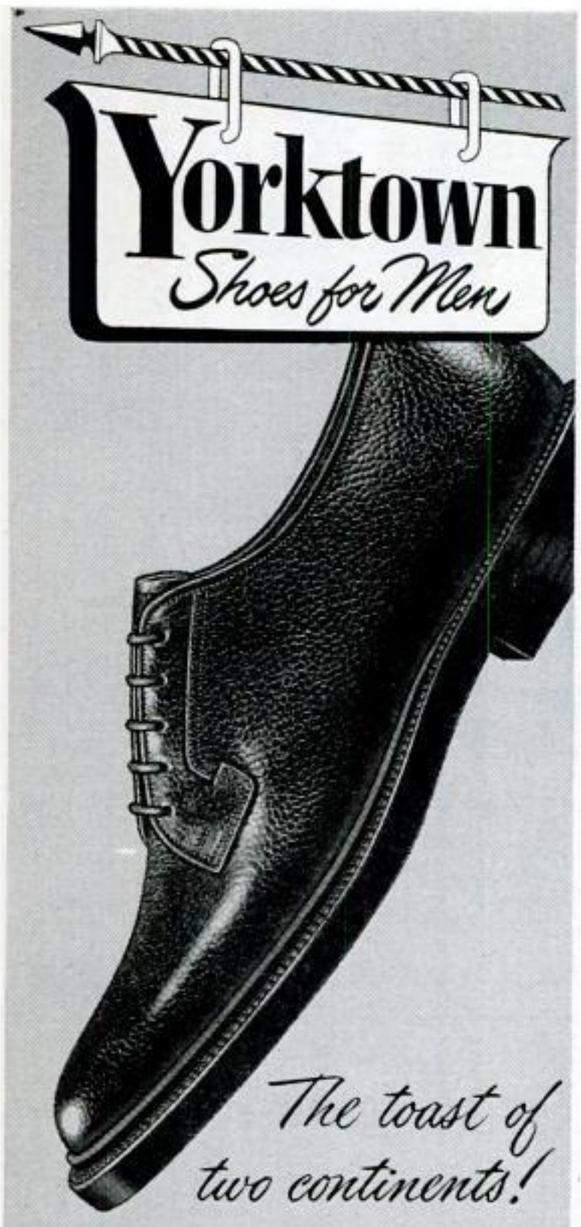
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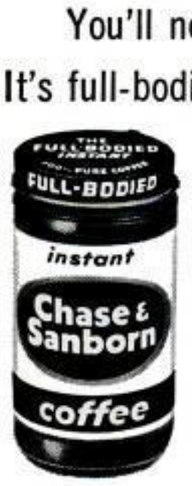
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HEADED FOR PRISON in 1947, Curley went to court in wheelchair, heard appeal for suspension denied. "You have sentenced me to die," he predicted.

CURLEY CONTINUED

Pacific coast. I once witnessed a sandstorm out there. I was in one of the states out there, invited to compete with some Republican congressman talking. We drew lots, and, of course, naturally, I went on first. I got two-thirds through when the sandstorm came and when I finished the congressman had gone, and the audience had gone, and the cattle had gone. It's like a fog coming in from the ocean, fine particles of sand to a depth of six inches to a couple of feet on the soil, and you can't plant anything on there till you remove that and put fresh soil in its place. They planted 17.5 million trees along the rivers and the lakes of the country. The trees were five years old when they were planted. We'll never have another dust storm in America.

Now the second recommendation made by these men related to the Mississippi River. I venture to say there wasn't more than three of the professors that ever had enough money to go as far west as the Mississippi River and didn't know where it was, except on the map. Well, they recommended that we make the Mississippi River navigable, from the Gulf of Mexico clean up to Chicago.

I took it up with President Hoover. He wouldn't listen. He said it would put the railroads out of business. Well, about that time they were toppling. I said, "They're all out of business now except about three, and those three will be in bankruptcy in a short while" —which they were eventually. "But if you put through this, and you make the Mississippi River navigable, you'll add a third coast line to the United States of America. You have the Atlantic and you have the Pacific. And the day has gone by when they are going to carry bulk freight over the Rocky Mountains on one side and the Appalachians on the other." He couldn't see it.

I took it up with Roosevelt—before he sent me to jail. He proceeded at once to send out a good engineer and they got busy out there and reported back, and then they started to recommend the expenditure of $2 billion to make the Mississippi River navigable.

Then the next step we took, or the next recommendation, was a five-day week in industry. They tried it out in the Post Office Department. We were animated by a desire to make available more opportunities for men to work in America. We tried that in the Post Office, and it worked so well that today it is adopted by every federal department in the United States and by most of the private concerns in the United States, a five-day week. It was brought about by Curley. But they don't say anything about that in *The Last Hurrah*. Now then, those are the things that really count.

Then we decided we'd try and get through a law to make it a

CONTINUED

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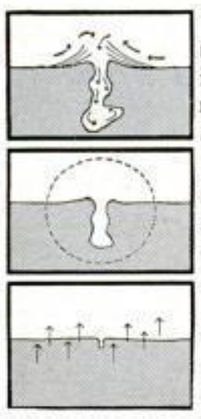
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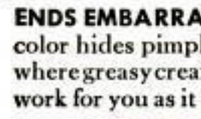
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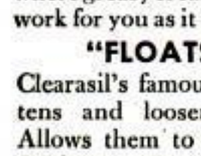
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THE PRIDE OF THE IRISH, Curley drives through Boston with Mrs. Curley (*under the umbrella*) as feature attraction of St. Patrick's Day parade.

CURLEY CONTINUED

criminal offense to employ women and children between the ages of 12 and 18 in industry. We didn't quite get that bill through, but it's going to be adopted someday. It would mean a sturdier womanhood and a sturdier manhood.

And then we did adopt one law to make it a criminal offense to employ women in industry between midnight and 8 o'clock in the morning. We put that law through, and they can't employ them any more in those hours. Now those are the real things that count.

I went over to the convention in Chicago, by the way, when Roosevelt was first nominated, and I met a lady there from Fall River. Her husband was quite a character. "Now what are you doing here?" I asked. "I'm at the convention," she said. I said, "Your husband is dead?" She said, "Yes." "Didn't leave you much of anything?" "He left me 150 copies of *The Life of John Boyle O'Riley*, and that's all he left me." She said, "Would you buy them off me for half a dollar apiece?" I said, "No, I can't, because I haven't got that much money. Now sit down for a while and I'll borrow or draw down a couple months' pay off somebody and I'll pay you a thousand dollars for them." And I did.

Then I asked her, "How'd you get out here?" She said, "I don't know, I borrowed a couple of hundred dollars off of somebody." "Well," I said, "now you keep quiet, and I'll see if I can help you out." So I went down to the leading florist—I was a little flush at the time—and I said, "I want a $200 horseshoe of roses, 8 foot high, and the nicest thing you can make, and put a card on it, 'To our beloved Franklin Delano Roosevelt, the next President of the United States' and sign your name and address." She did.

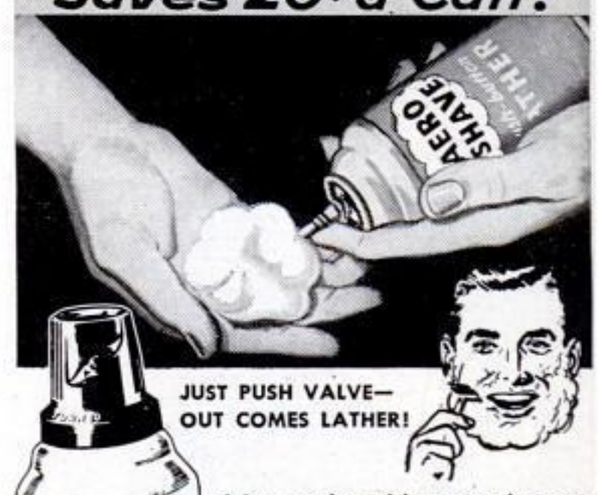
So I'm standing on the platform and the only other piece of flowers that day, when he was carrying the nation the first time, was a little 50¢ bunch that was on the table, and I'm standing at the head of the stairs when he comes up to the platform. He said, "Do you know who sent the flowers, the horseshoe?" I said, "No." "I wish you'd snitch the card," he said. "I'd like to know who sent that." So, of course, I snitched the card which I had addressed or had the florist address. He says, "Did you get the card?" I said, "Yes, it's right here." I handed it to him. "Do you know her?" "No," I said, "I don't know her, but I knew her husband. He was quite a prominent character who died broke. I don't know where she got the $200 to come to this convention, and I don't know where she got the money to buy such a wonderful tribute to you." "Don't worry about her. I'll take care of her." He wasn't in office four weeks when he appointed her to a $6,500 job down in Fall River, and I was glad of it.

I've been in politics a long time. I started in 1915 with the capital of $25, and I've gone on now for about 30-odd years. I had my fortune told once over in Atlantic City. Mrs. Curley was with me at the time. She didn't believe in the fortunetellers. This one was supposed to be very wonderful at it, so she told my fortune. She said, "You were married twice, you're going to be married again when you're 93. You're going to live to be 125." Mrs. Curley says, "Get out o' here from that table before you die of what she's telling you."

Now those are the things that really count. So I'm going to present this book to the president of this institution and going to ask him after he reads it to send it to the man who wrote *The Last Hurrah* and let him compare notes with it and find out that the things they find me guilty of in the early days and later in life are

CONTINUED

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Possibly won't Marcia's new dress fits like she was poured into it. But if it shrinks even a little, it'll look like she's bursting out of it. Marcia thinks shrinkage is a thing of the past. "Anyhow I pay enough," she says. But *cottons can still shrink out of fit; price is no protection.*



Certainly won't Sally's frock was marked "Sanforized"—no amount of washing can alter its fit. Sally's learned—through bitter experience—that every cotton isn't a "Sanforized" cotton. You have to *see* the word—no matter where you buy it, no matter how much you pay!

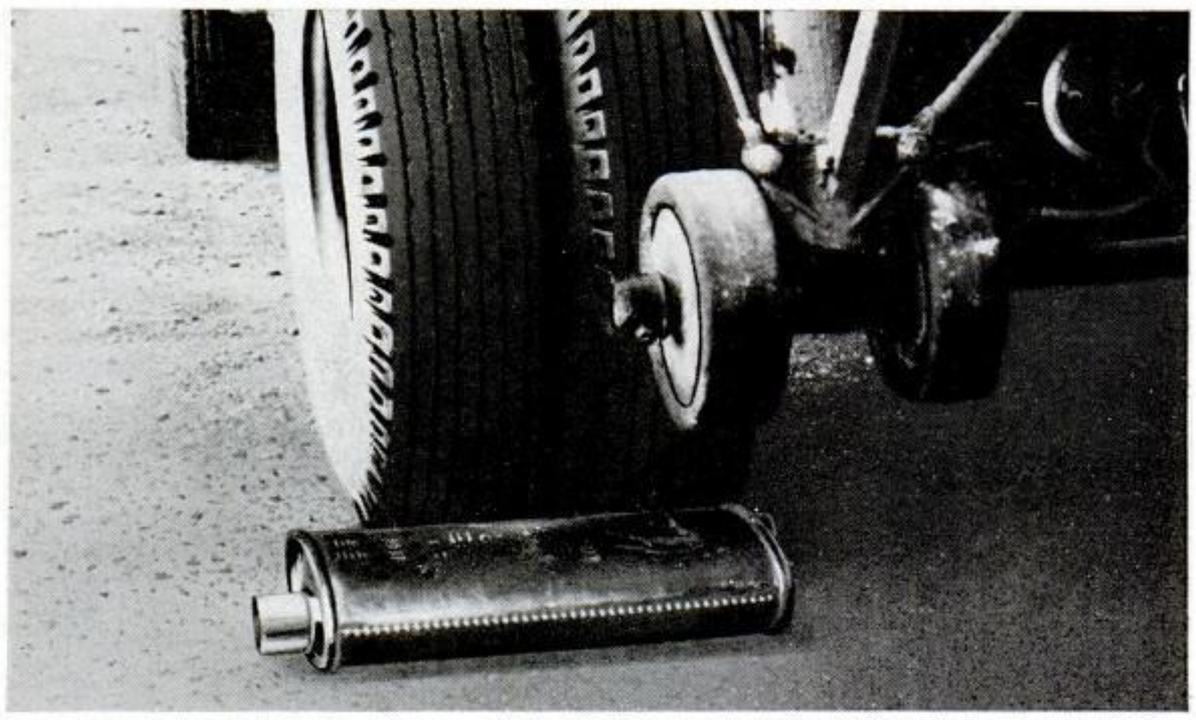
Why take a chance on **shrinkage** when "**Sanforized**" costs you no more?

BOILED, WASHED FOR AN HOUR—*every "Sanforized" fabric must pass this rugged test.*



Cluett, Peabody & Co., Inc. permits the use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

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IN RECENT TESTS MADE BY MOTOR VEHICLE RESEARCH, an AP passenger car muffler withstood this crushing 4720 lb. wheel load, and is practically as good as new.

AP MUFFLERS GIVE CARS MORE POWER MORE GAS MILEAGE...LAST ⅓ LONGER

Dual exhaust systems are being featured this year by the big majority of car manufacturers on their new models. Without them they couldn't deliver their increased power, because powerful engines put tremendous demands on mufflers. This points up the vital need of having the best muffler on the market—especially if your car has only one muffler.

An ordinary muffler builds up excessive back pressure—puts a strain on an engine—and robs you of horsepower, gas mileage, pick-up and acceleration. It will even cancel out the effects of a motor tune-up and all the high-test gasoline you buy.

At no extra cost, an AP muffler will give you the power and silence you want—plus greater protection against carbon monoxide. Its up to 40% heavier steels give it extraordinary life. Its superb inner construction makes it practically clogproof. And its patented double "Air Liner" shell creates sound-deadening chambers that insulate against both heat and noise.

See your AP muffler Specialist. He will TAP, LOOK and LISTEN for power loss and leaking carbon monoxide.

AP MUFFLER Specialist

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Mufflers and Pipes • Miracle Power • dgf 123



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HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

Amazing "hospital-tested" cream destroys Foot Itch fungi on 60-second contact...instantly relieves the itching!

Why endure for even one more day that agonizing toe itch? You don't have to—not when hospital tests show TING Antiseptic Medicated Cream gives instant relief . . . restores soothing comfort to sore, burning skin and cracked, peeling toes.

Laboratory tests also prove that TING'S remarkable fungicidal action actually destroys Athlete's Foot fungi on 60-second contact, while it aids healing of raw, cracked toes amazingly fast at same time.

The secret? TING is different! TING is a non-greasy, and absolutely stainless "dry cream" discovery. You simply rub it on. TING dries quickly to a powder that clings and clings. Thus giving you continuous relief that lasts for hours.

Buy TING today! Discover TING'S wonderful relief. Results guaranteed! Money back if not satisfied. Get TING at drugstores everywhere. Only 69¢. PHARMA-CRAFT COMPANY, BATAVIA, ILL.

largely imaginary. You couldn't be guilty of them and live with yourself, and I'm still living with myself and Mrs. Curley, and I'm very happy. Now I want to thank you sincerely for the privilege and opportunity of saying a word to you, even though it isn't as well connected as it might be.

I feel a good deal like one of my secretaries, Joe Smith. He died some years ago. He was rather a cantankerous man, about 65 years of age. And I received an invitation when they opened the city hall down at Portland to go there and deliver an address for an All American Society. Well, I thought there was no such thing as the All American Society, but I looked it up. And I found it was the old Ku Klux Klan. I thought it would be rather a bad place for me to go, and since Smith was not a Catholic, I suggested he go down and represent me. He was about 65 years of age. And I said, "What you do when you get off the train, you go to the police station and ask for an escort of six police officers to stand behind the curtain while you're talking, and when you get through talking, escort you from the hall to the train for Boston and come right home like a good boy."

So he went down. He was introduced, and he said, "I'm glad that Mayor Curley of Boston couldn't come to address this wonderful gathering. And I'm glad he sent me because he's a Roman Catholic and hates the Ku Klux Klan." The house came out in a roar for him. He says, "I'm a North of Ireland Irishman, and I'm proud of it," he says. They gave him another hand. "But," he says, "as far as the Ku Klux Klan is concerned, every minister that takes one of them in his pulpit and hugs him to his bosom, he ought to be executed!"

Five hundred made a dash for the platform and six policemen walked from behind the curtain, escorted Smith to his train, and he came back to Boston.

[*The chairman of the University of New Hampshire meeting thanked Curley for his speech and told the audience that they would now be permitted to ask questions. But the chairman also intimated that it would be inconsiderate to ask questions because Curley had had a long trip up from Boston and was going to have a long trip back. Curley then returned to the rostrum.*]

"I don't know if you in the audience will ask questions. It reminds me very much of the Hibernian Society that I belonged to about 25 years ago. Somebody disappeared with $1,500, and they thought it was one of the clergymen. So they had a meeting to find out who took the $1,500. They gave the sergeant at arms a heavy mace, weighed about five pounds and was about 8 foot long. He stood in the rear of the hall. He said, "Does anybody here want to make inquiry about what became of the $1,500?" And a poor brother walked out and he said, "Yes," he said, "what *did* become of the $1,500?" And just then the sergeant at arms came down on him with the mace and they carried him out. And the sergeant at arms said, "Does anybody else want to know what happened to that $1,500?" Nobody did.



AT HIS HOME IN BOSTON Curley, like Frank Skeffington, reads poetry so that he can enrich his purple speaking style with appropriate quotations.

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An Eminent Company of Amateur Naturalists

PART-TIME SCIENTISTS ADD TO MAN'S STORE OF KNOWLEDGE

When humans are very young, have the best eyesight, the most curiosity and are built close to the ground, they are apt to be enchanted by the myriad ways of life they see. Then they appall parents with pocketfuls of tadpoles, bird eggs and caterpillars.

In a few people the fascination with nature survives growing up and, still as an avocation, matures into serious science. This has produced a host of eminent naturalists who, in discovering and cataloguing facts of nature, have contributed to scientific knowledge. The most notable was Charles Darwin but there are others and here LIFE presents 18 of this select company. They are all amateurs. Their money-making jobs range from power-line trouble shooting to directing a famous publishing house. Their hobbies have won them the respect and acclaim of professional scientists —and one greater reward: the satisfaction of knowing the way intimately into a part of the world's mystery.



LYING in thick grass and clucking to five infant field sparrows, Mrs. Margaret Morse Nice of Chicago still pursues at 70-plus her lifelong interest: songbirds. The interest began during childhood and has been passed on to her four daughters who, having been taken on numerous bird-watching expeditions in the family Model T Ford, have grown up to be amateur ornithologists. Mrs. Nice's preoccupation has resulted in five books, thousands of scholarly papers, brought her an honorary doctor of science degree and scientific acclaim for a life study of the song sparrow.

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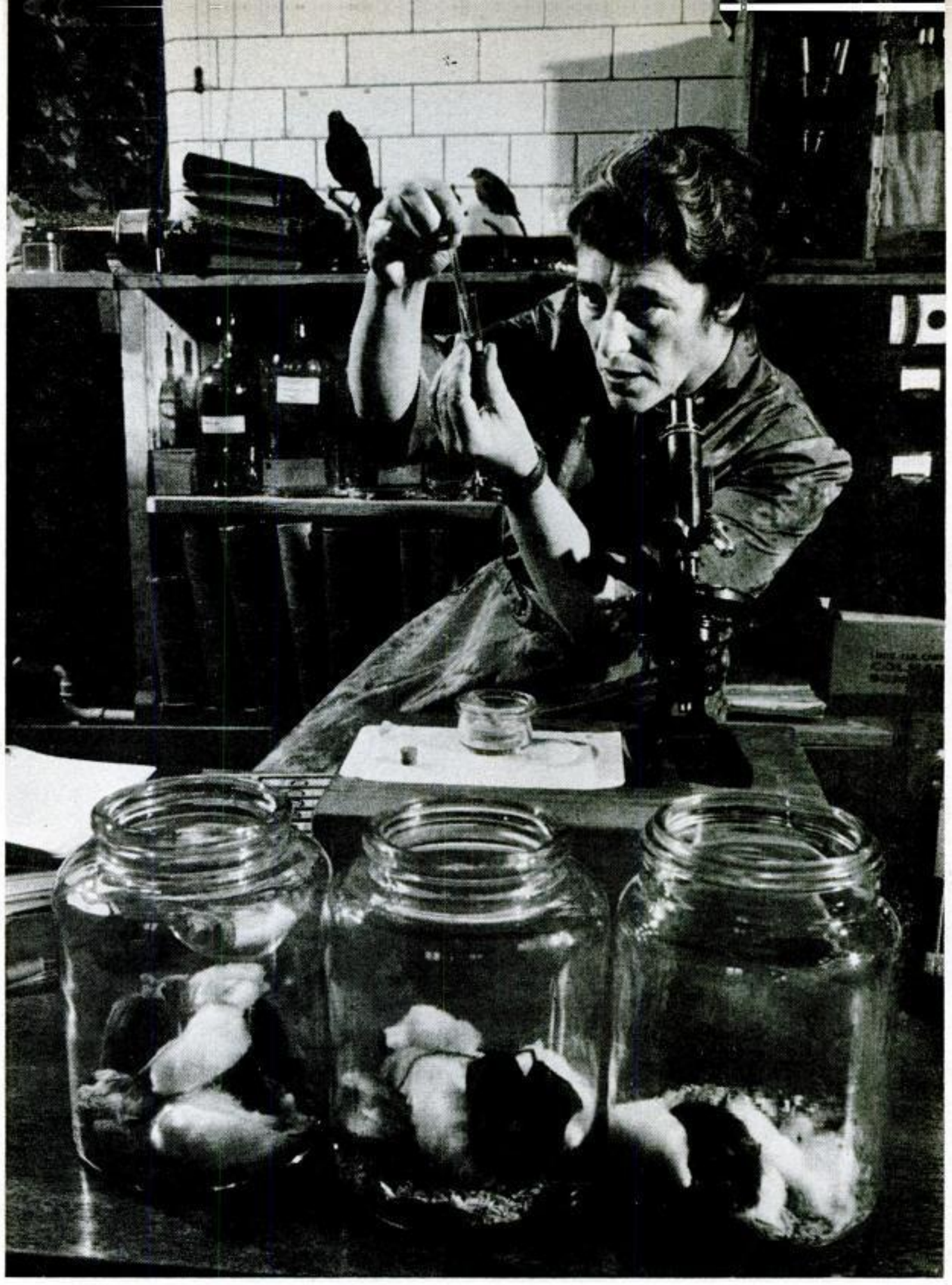
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AMATEUR NATURALISTS CONTINUED

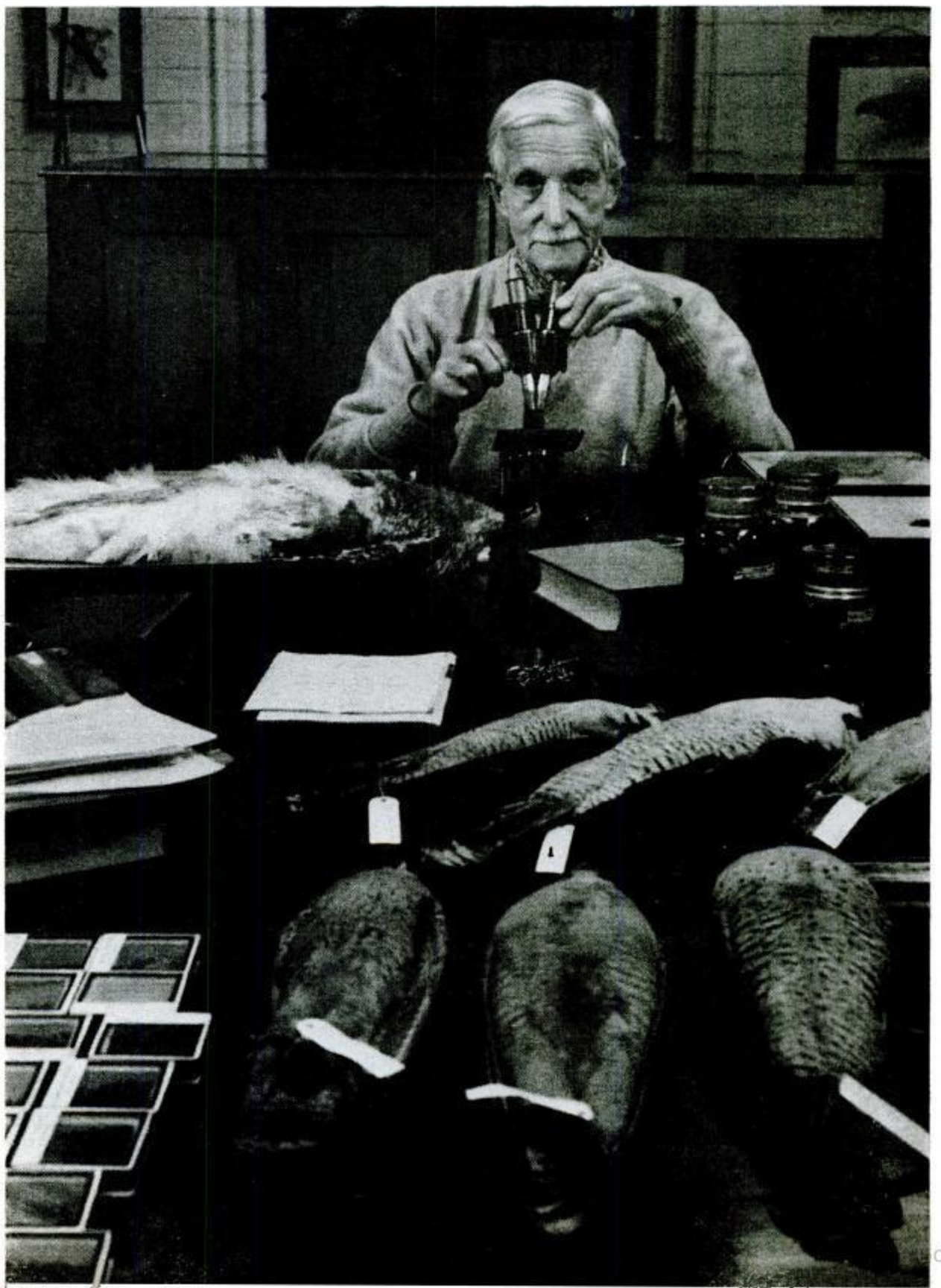
FIFTEEN years ago Len Howard gave up a music career for a Sussex cottage and the myriad birds who had made it their home and her their friend. On the opposite page at a window hung with feeders and fringed with roses to keep out cats, she offers food to an unterrified titmouse. From such intimacy has come an English best seller, *Birds as Individuals.*

THE HON. MIRIAM ROTHSCHILD (*right*), a member of the famous banking family, is Britain's foremost authority on the flea, one of which she is here preparing for study in her laboratory. Though she calls her work in parasitology a "haphazard" sideline to raising six children, she has published a popular book and a four-volume scientific work on the subject.



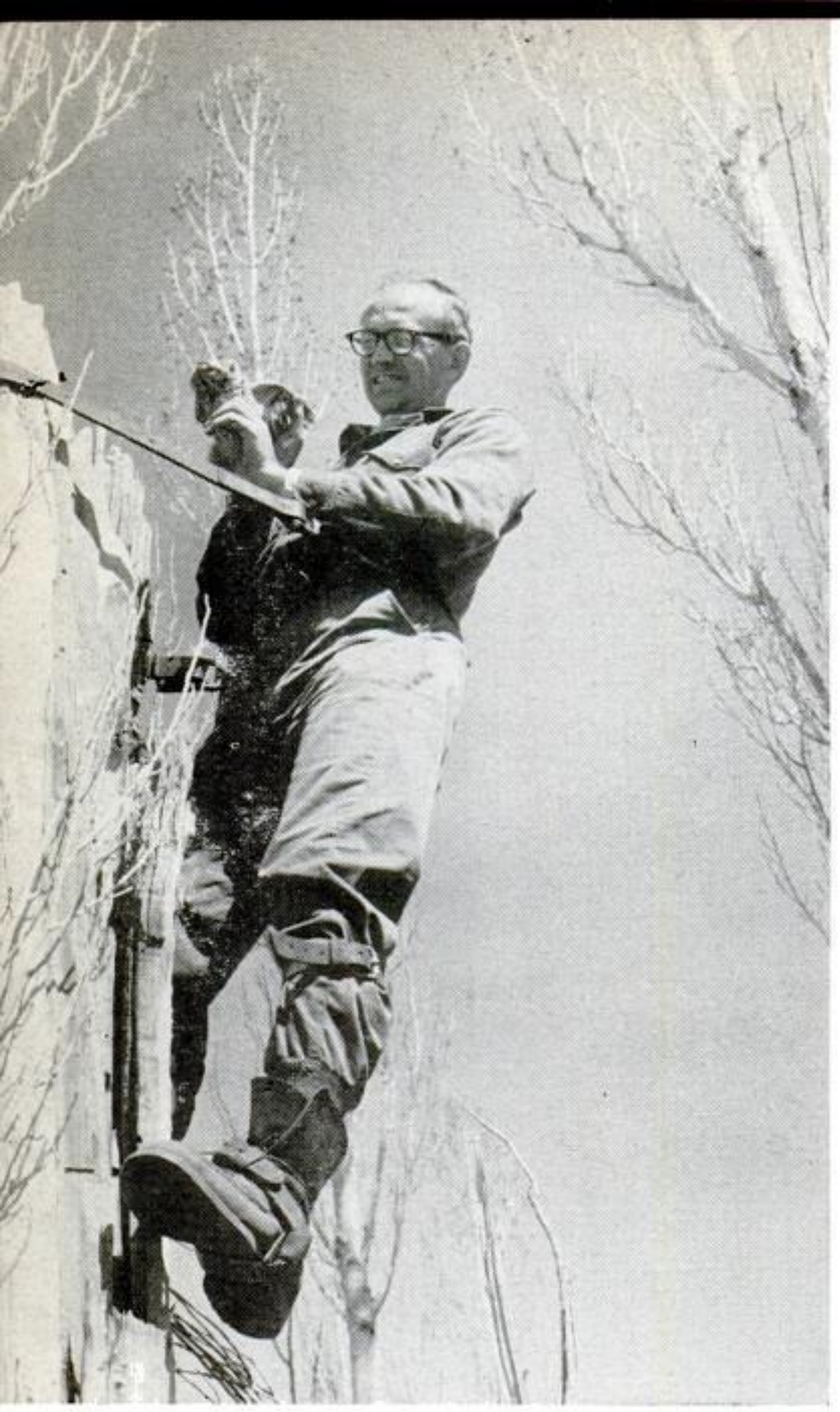


WITH NET and a collecting bag, the Baron Charles de Worms stalks the estate in Woking, England which he bought because it has many butterflies. Of private means, Dr. de Worms has spent 30 years collecting moths and butterflies. Always seeking new specimens, he takes about 2,000 a year and has amassed about 35,000, England's largest private collection.



A BRITISH soldier, retired in 1925, Colonel Richard Meinertzhagen has been studying birds for 63 years. He has published books on the birds of Egypt and Arabia and a study of bird flight. Now, at 78, he is studying birds of Spain. Here, at a desk arrayed with falcon carcasses, he prepares to examine his prize specimen, a bearded vulture (*left*) shot in India.

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UP IN a tree Edward Harrison, a real estate executive of Los Angeles, holds rare screech owl, *Otus asio invoensis*. In 26 years as ornithologist and oologist (student of bird eggs), Harrison has built one of America's largest bird egg collections and written papers on the rare California condor.



HIP DEEP in the surf of California's Trinidad Bay, Robert Talmadge hunts abalone. A power company employe, Talmadge is a self-taught scientist whose formal study ended in high school. But he has become an expert on abalone, learning German, Latin, French and Spanish in the process.

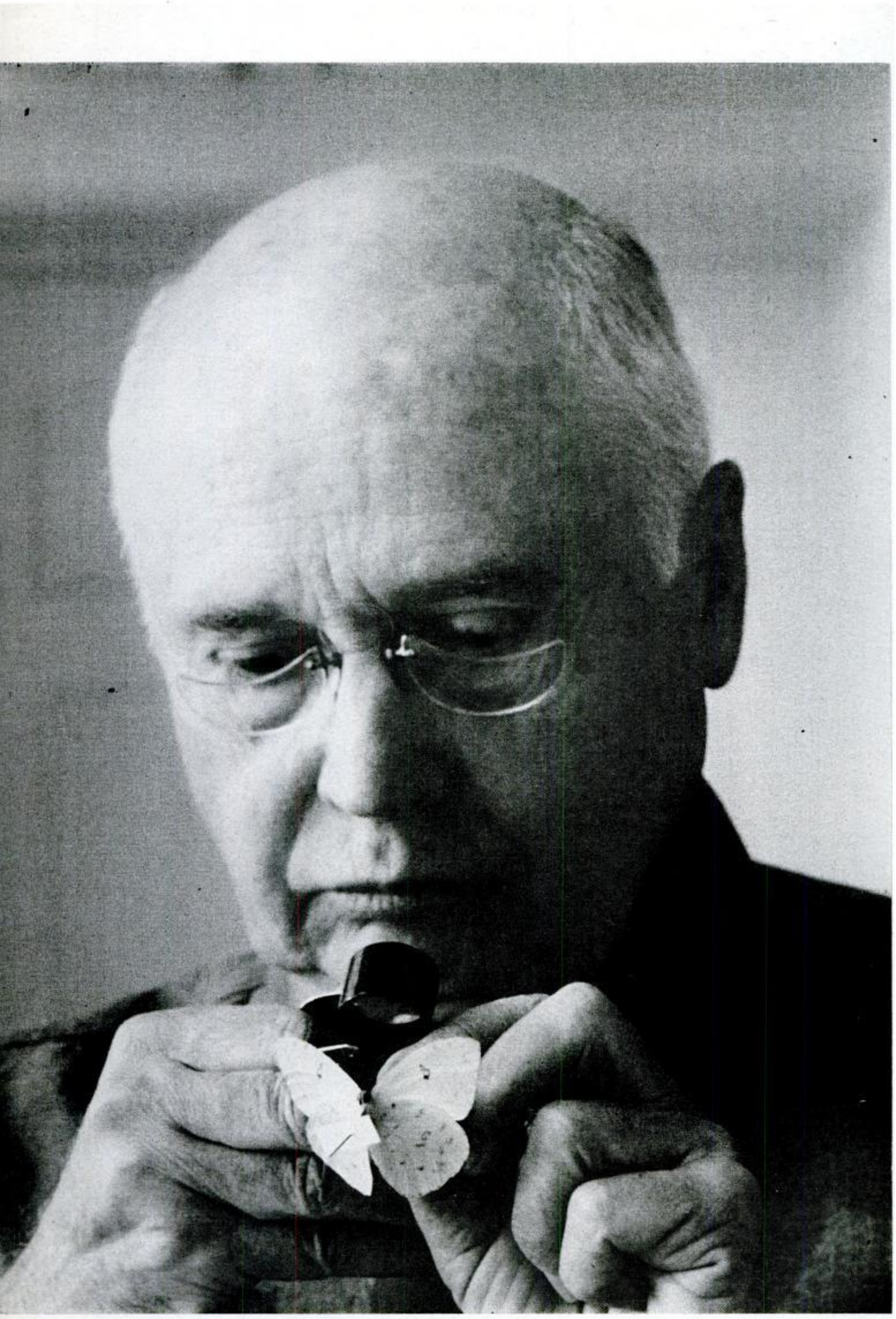




JOSEPH WHARTON LIPPINCOTT, chairman of the board of the publishing firm, wrote 15 books about animals from timber wolves to skunks before he found his specialty, the tree snail of Cuba and Florida. He prowls the Everglades seeking new specimens of what he calls "the world's most beautiful creature." His prize is the largest known shell found in U.S., more than three inches long.

A CARPENTER until he retired seven years ago, Emery Perkins Chace and his wife Elsie have been combing the coasts and deserts of California for shells 46 years. As amateur conchologists, the Chaces have a collection of 7,000 shells, have had one variety of Redwood snail named after them (*Monarenis chaceana*) and now are curators of conchology at the San Diego Museum.

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CYRIL F. DOS PASSOS, cousin of Novelist John and a lawyer until his retirement, is one of America's well-known lepidopterists. Dos Passos' specialty is the Nearctic butterflies (native to the northern Western Hemisphere). Today compiling a check list of his specialty, he has about 25,000 specimens, is on the staffs of the American Museum of Natural History and the Carnegie Museum.



A SANDHILL CRANE in a bird sanctuary struts under the gaze of Dr. Lawrence Walkinshaw, world's foremost expert on the species. A dentist of Battle Creek, Mich., Dr. Walkinshaw has stalked cranes from Cuba to Oregon and spent 10 years preparing a definitive work on the subject.



FROG NET in hand, Dr. Malcolm Smith indulges his hobby, studying amphibians and reptiles. A retired physician, Dr. Smith is Britain's leading herpetologist. He has written the standard work on British reptiles and has published three out of four volumes on *The Fauna of British India.*



EXAMINING a leopard shark at the tailboard of his station wagon, Oakland, Calif. Lawyer W. I. Follett pursues the hobby which has made him curator of ichthyology at the California Academy of Sciences. Getting his specimens by hook, net, bare hands or purchase, Follett specializes in the classification, distribution and anatomy of fishes and has had 42 scientific papers published.

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APOTHEKE

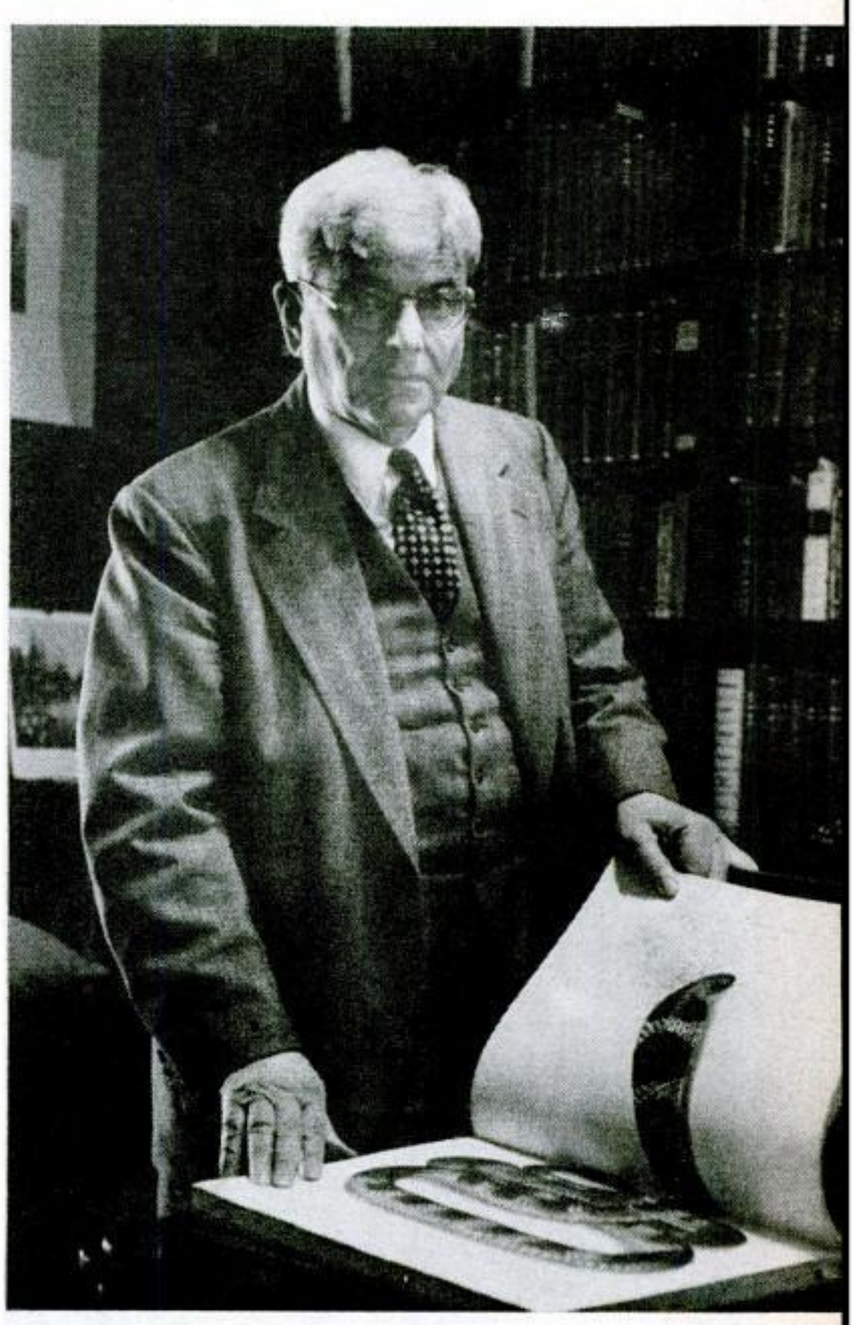


HIS HOBBY, the ant, is emblazoned on the drugstore of Dr. Heinrich Kutter, pharmacist of Flawil, Switzerland. Dr. Kutter has 70,000 ants, dead and alive, of 4,500 species and subspecies. As a satire on humanity he sometimes stages battles between ant colonies and is an expert on *dulosis*, a process by which ant colonies subjugate one another, using a fifth column technique.

USING a 60-year-old, 15-inch magnifying glass, Boughton Cobb studies a bulblet fern in Connecticut. A textile executive, Cobb chose ferns for his specialty because they are a small family and he hoped to complete their study in a lifetime. In 20 years, he has become expert on the ferns of northeast and central America and western Europe and has published a book on them.



DEEP in a Virginia cave, Nancy Rogers bands a bat. A bacteriologist at Walter Reed Medical Center in Washington, she has been a speleologist (cave explorer) and student of bats for 10 years. By banding bats, she establishes a tracing technique to investigate their habits and longevity.



IN HIS herpetology library Laurence M. Klauber of San Diego scans a cobra's likeness. His specialty is rattlesnakes. Klauber, a power company executive, is annoyed that some think him "an aged nut . . . in fearsome . . . combat with . . . dangerous and vindictive snakes." Klauber has named 16 of the 65 rattlesnake subspecies, and one, *Crotalus lepidus klauberi*, is named for him.

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PROBABLY the world's champion bird watcher is Mrs. Connie Hagar, 70, who lives on the Gulf Coast at Rockport, Texas. Watching migrant birds, which pass over her home in millions, she has added significantly to scientific knowledge of bird migration routes and has succeeded in correcting some scientific misconceptions about them. Here she sits on the beach with binoculars ready while overhead wheels a flight of terns, laughing gulls and godwits.

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ERROL FLYNN, SOON ON "THE ERROL FLYNN THEATRE", TV • JOSEPH SCHILDKRAUT, STAR OF "THE DIARY OF ANNE FRANK"

The dissimilar tastes of Joseph Schildkraut and Errol Flynn

"A cocktail deserves its setting," says Errol Flynn, "and nothing lifts the soul like the sight of a clear amber Manhattan, poured ice cold into a well-chilled, long-stemmed cocktail glass..."

"The way to lift *my* soul," says Joseph Schildkraut, "is to pour me a Dry Martini on the rocks —and the drink stays cold all the way."

"So be it," says Mr. Flynn. "I have plenty of Heublein's on hand—so it's simple either way."

Manhattan or Martini, on the rocks or in the traditional cocktail glass—Heublein Cocktails are perfection itself. Fresh from the world's largest bar, they are full strength and a pure delight for host and guest alike. Have an assortment ready to please the tastes of *your* guests.

MANHATTAN, 65 PROOF; EXTRA DRY MARTINI, 75 PROOF; DAIQUIRI, 60 PROOF; AND 6 OTHER POPULAR TYPES.



After dinner, on desserts, anytime **Heublein's Full-Flavored Cordials** always add a festive touch—"Their true rich flavor and superb bouquet," says a panel of connoisseurs, "are unsurpassed by any made anywhere. Twenty of the world's favorite Cordials, Liqueurs and Fruit Flavored Brandies all at welcome domestic prices.

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Enjoy the wonderful assortment of Post-marked cereals—in Post-Tens!

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FUTURE HOMES will be able to face in any direction—turned from hour to hour or season to season by your electricity. Electrically operated climate-conditioned extensions will permit "spring or summer terraces" all year round—enjoy swimming, winter fun and gardening all at once, if you wish.

Power companies doubling electricity for new kind of living

Plenty of electricity can make your home of the future a house of marvels!

To help bring this new electric age, America's more than 400 independent electric light and power companies are *doubling* today's electric supply—building power plants and lines at a rate of $2 billion a year.

In the future, you'll be able to flip switches to raise or lower table and work surfaces to any height. Electricity will bring beds out of the walls in the evening—then "make" them and fold them into the walls in the morning. The power that controls your home's climate will even do the dusting.

You'll need much more electricity, and you'll get it—from America's independent electric companies. And unlike federal electric systems, these companies don't depend on tax money to build for your future.

In the new electric age—as always—people will benefit most when served by companies like the ones bringing you this message—*America's Independent Electric Light and Power Companies**. **Names on request from this magazine*

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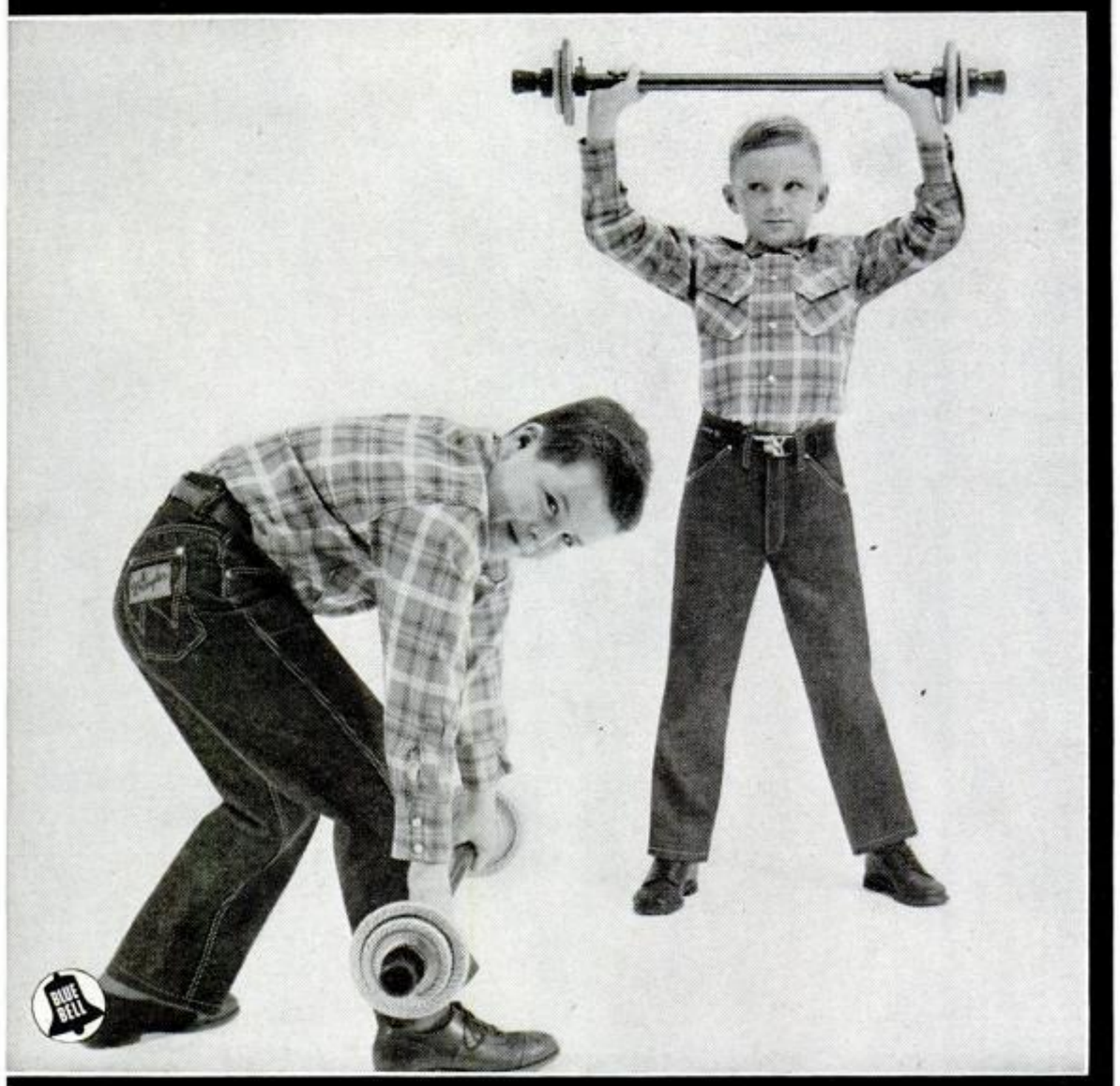
LOW-DOWN LOOK AT NIGHT

TURN THE PAGE

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DANDRUFF— FALLING HAIR

. . . may be "the beginning of baldness."

We can't prevent baldness, nor do we believe anyone can. But if you have dandruff, any dermatologist will tell you to follow a suitable program of scalp care.

Dandruff commonly arises from a disease of the scalp called *seborrhea*. This may be caused by a tiny parasite called the *Spore of Malassez*. Usually, seborrhea progresses through three stages:

1. *Dry white scales* flake off your scalp, drop to your shoulders.

2. *Moist, sticky scales* appear on scalp. In many cases, hairs begin to die before fully grown.

3. "*Choking*" *of hair roots* with fatty substance produced by glands, plus dead cells and dirt, may occur in hair follicles. Result is increasingly "thin" hair, often *baldness.*

A scalp hygiene program: the Kreml Method

Kreml Hair Tonic now contains a revolutionary new antiseptic ingredient that actually *kills on contact* the Spores of Malassez commonly believed to cause dandruff.

Tonight, shake Kreml *generously* on to your head. Massage your scalp . . . then apply your favorite shampoo. Work up a thick lather—*without putting any water on your head.* You will find that the lather comes easily if you have used enough Kreml.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it into your hair and scalp—and comb your hair in place.

Money-back offer

Try the Kreml Method faithfully. If not completely satisfied, send Kreml label to J. B. Williams Co., Glastonbury, Conn. Tell us what you paid—we will gladly refund your money.

Get a bottle of Kreml Hair Tonic today. At drug counters everywhere—no Federal excise tax. See how quickly the Kreml Method makes your head *feel* and *look* better!

KREML HAIR TONIC



CONVENTIONALLY CUT FRONTS of low-backed dresses on page 155 are halter-top satin (Talmack, $125), V-necked silk (Martier-Raymond, $350).

NEW STYLES LACK BACKS

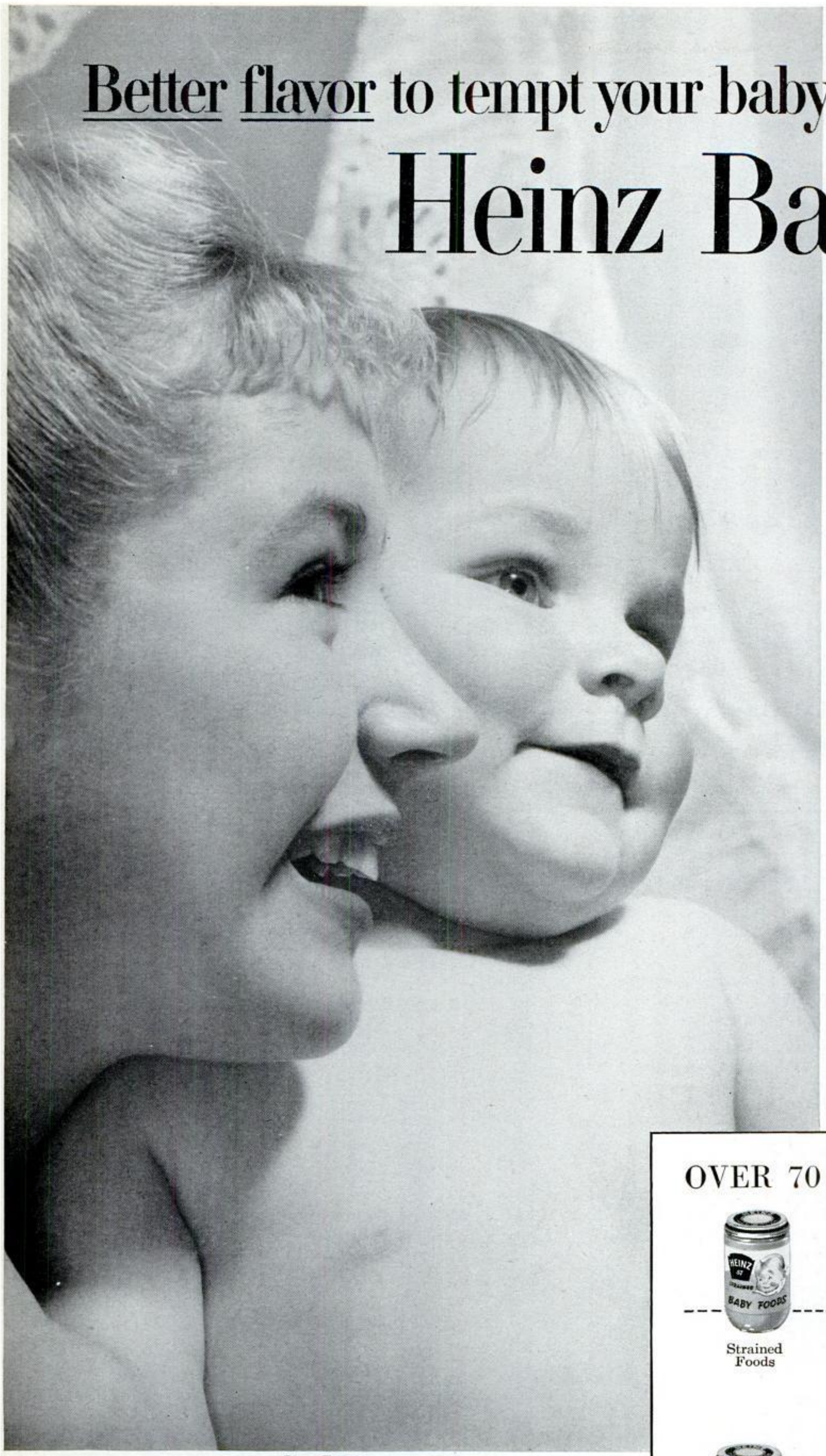
The naked-looking ladies on the preceding page are all dressed up in two of fall's prettiest evening outfits (*above*). Going even lower than the most recent low backs (LIFE, Oct. 12, 1953), designers have whacked away inches of fabric to display every vertebra down to the waist. The no-backed style appears in long evening clothes but is most startling in the cocktail and dinner versions shown here. Usually the tops are anchored by slender straps. One ingenious strapless dress is boned at the sides and has wired wings up to the shoulders (*above, right*). Lingerie manufacturers have lent a helping hand and are showing special underpinnings (*p. 158*) made with a similar lack of back.



HALF-SWEATER made of wool (Goldworm, $12) has an elasticized strap around neck but no back of its own. It is shown with slacks as at-home outfit.

CONTINUED

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IT TAKES A LOT of extras to make baby foods as good as Heinz. Flavor is very important. Capturing the natural fruit and vegetable flavors for your baby is the result of painstaking work by the Heinz researchers.

- **And by wasting** no time between garden and kettle, *better color* is retained, too.
- **You'll find** your baby takes readily to Heinz *better texture*, achieved by modern cooking methods and the extra care that's been traditional with Heinz for 87 years.
- **Your baby deserves** the best, so ask your doctor about better-tasting Heinz Baby Foods.

57

OVER 70 BETTER-TASTING KINDS

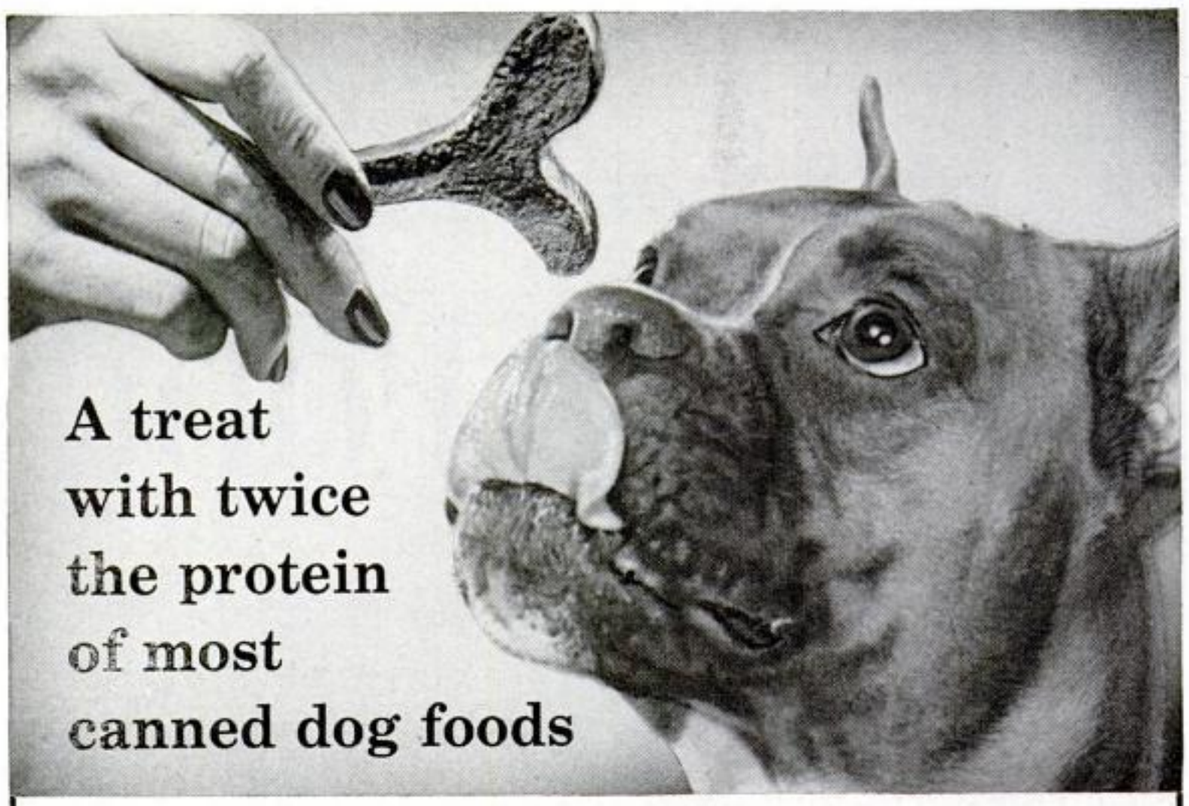


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- Twice the protein of most canned dog foods
- Veterinary approved
- Dogs eat it up





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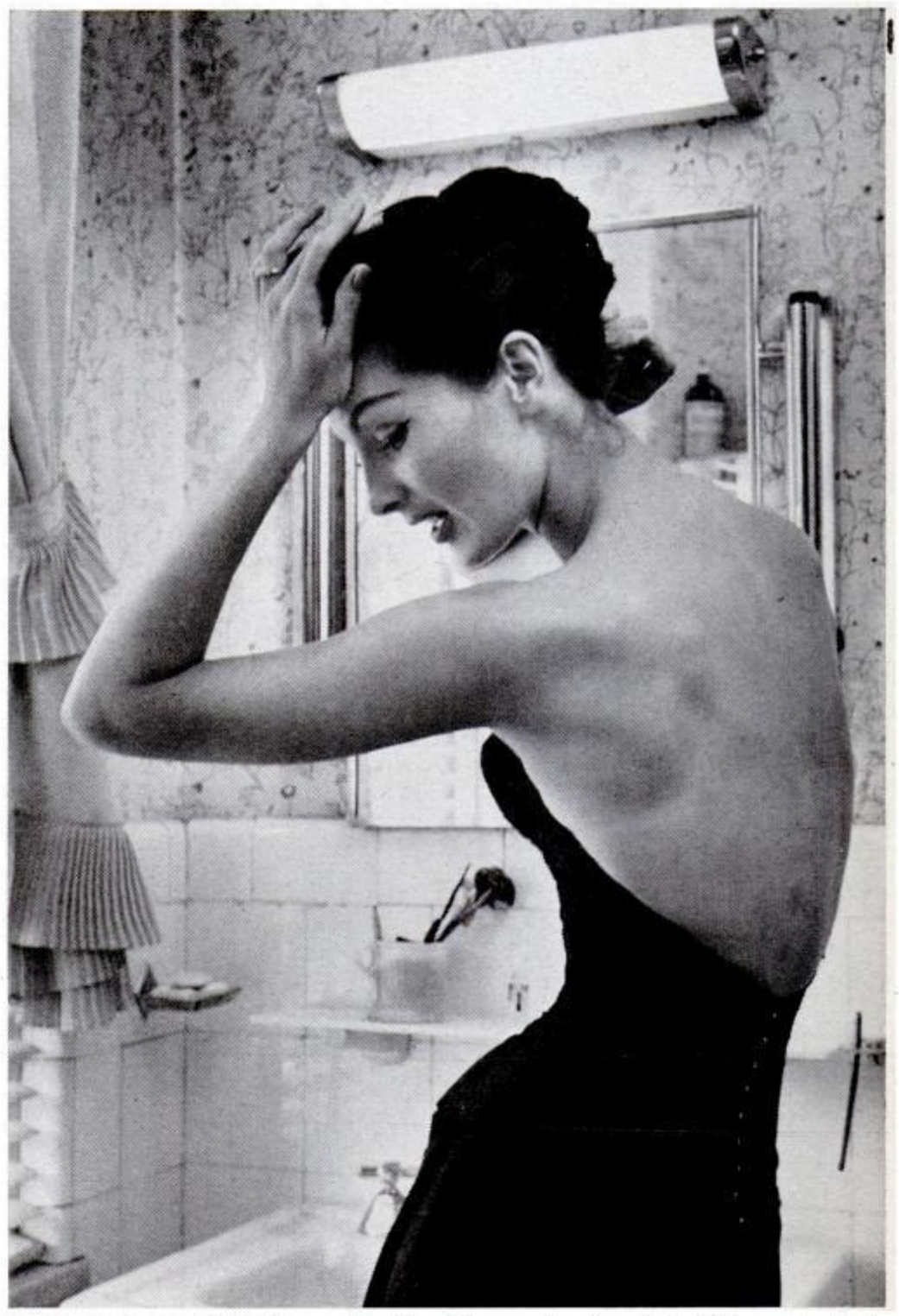
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PRIM WHITE COLLAR is demure top for satin sheath (Eloise Curtis, $45) with horseshoe cutout in the back. In front, dress buttons up to neck.



LOW-CUT GARMENT, an elasticized bra and waist cinch (Warner's, $25), which dips to waist in back, has been specially engineered for the new style.

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Graduate to color slides without a single lesson!

argus C-3 COMPLETE WITH CASE AND FLASH . . **$69.50**

Most dealers offer budget terms . . . as little as $6.95 down

The C-3 is the world's favorite 35 mm camera because it takes the "complications" out of color-slide photography.

Right from the start, tremendous picture-taking power goes to work for you the easy way. When the weather's average bright, you just line up the Color-matic settings and take your picture. Matter of fact, sparkling color slides are actually as easy to make as the simplest black-and-white pictures —and the cost is only a few extra pennies per shot. What's more, you project your slides life-size so the whole family can enjoy them.

And to make sure you get beautiful results, the fast f:3.5 Cintar lens is coupled to the rangefinder for quick, razor-sharp focusing. A precision-engineered shutter gives you the speeds you need to "freeze" fast action, and for pictures indoors or at night, you simply plug the flashgun right into the camera.

Why don't you graduate to color-slide photography? Your Argus dealer has the C-3 and other fine Argus color-slide cameras from $32.50.

And here's more good news from Argus!



Argus L-3 Light Meter: It tells you precisely how to set your camera for wonderful, light-balanced pictures. You read correct lens openings and shutter speeds for any light conditions—instantly. Full range of readings —from f:1.4 to f:22—and from 1/1000 second to two minutes.

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Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

It's bright and shining—like her baby's future. But then, her hair, like *everything* about her, reflects glowing vitality and complete naturalness.

That's why Miss Clairol is for her! *No other hair coloring*—and before Miss Clairol, she *had* tried several—has ever given her hair that luminous look, silky texture, the soft, ladylike tone she can always count on with Miss Clairol.

Equally important is the time saved with Miss Clairol. Why, today it takes *only* minutes to add clear, shining color to faded hair . . . to hide gray . . . to beauty-treat even difficult texture to new softness. Miss Clairol is lasting color—lively, young . . . *never* muddies or darkens—and *never* brittle-izes your hair.

That's why America's hairdressers rely on Miss Clairol, have given Miss Clairol treatments by the millions. With results so sure and easy, why should *you* deny yourself the joy and confidence of knowing you're a younger-looking, happier-looking, completely attractive woman?

Try Miss Clairol yourself. Today. In the Creme Formula or Regular. There's sure to be a shade that's a "natural" for you . . . whether it's Sun Bronze, Chestnut Brown, Black Velvet or any of the many other lovely colors.



MISS CLAIROL® hair color bath®

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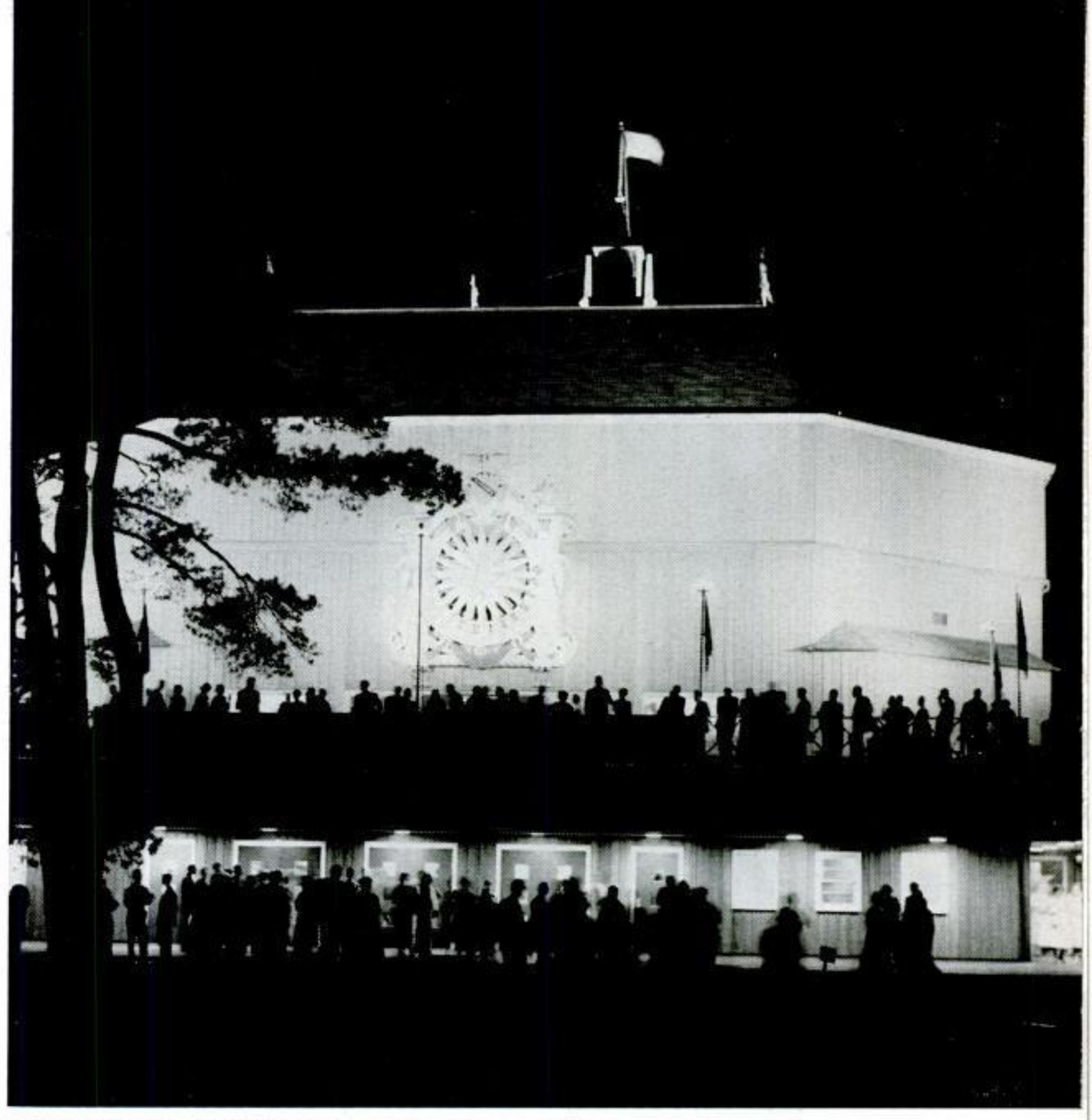
THEATER

Stratford on the Housatonic

CONNECTICUT SHAKESPEAREANS SHINE IN A MIRTHFUL 'MEASURE FOR MEASURE'

The name Stratford has long been linked with performances of Shakespeare's plays through festivals at his English birthplace, Stratford-on-Avon, and its Canadian counterpart at Stratford, Ont. Now at an American Stratford on the Housatonic River in Connecticut a handsome new theater is given over to a summer repertory of Shakespeare's works. After a limping start last year, the company this summer hit its stride. This week, as it wound up its season, it had established itself as a perfect place to enjoy Shakespeare. Inside the theater it offered good acting and excellent productions. Outside it gave patrons a riverside promenade.

The best of this year's plays at Stratford, Conn. has been a seldom-played comedy, *Measure for Measure*, written in 1604 and done here in 19th Century dress. The play tells of a Duke of Vienna who in disguise spies out the truth about his subjects while he leaves a corrupt deputy to govern. Offering a gaudy parade of petty crooks, trollops, woeful lovers and dishonest officials, *Measure* shows human nature in its more unpleasant, hypocritical forms but comes to a wise and tolerant conclusion.



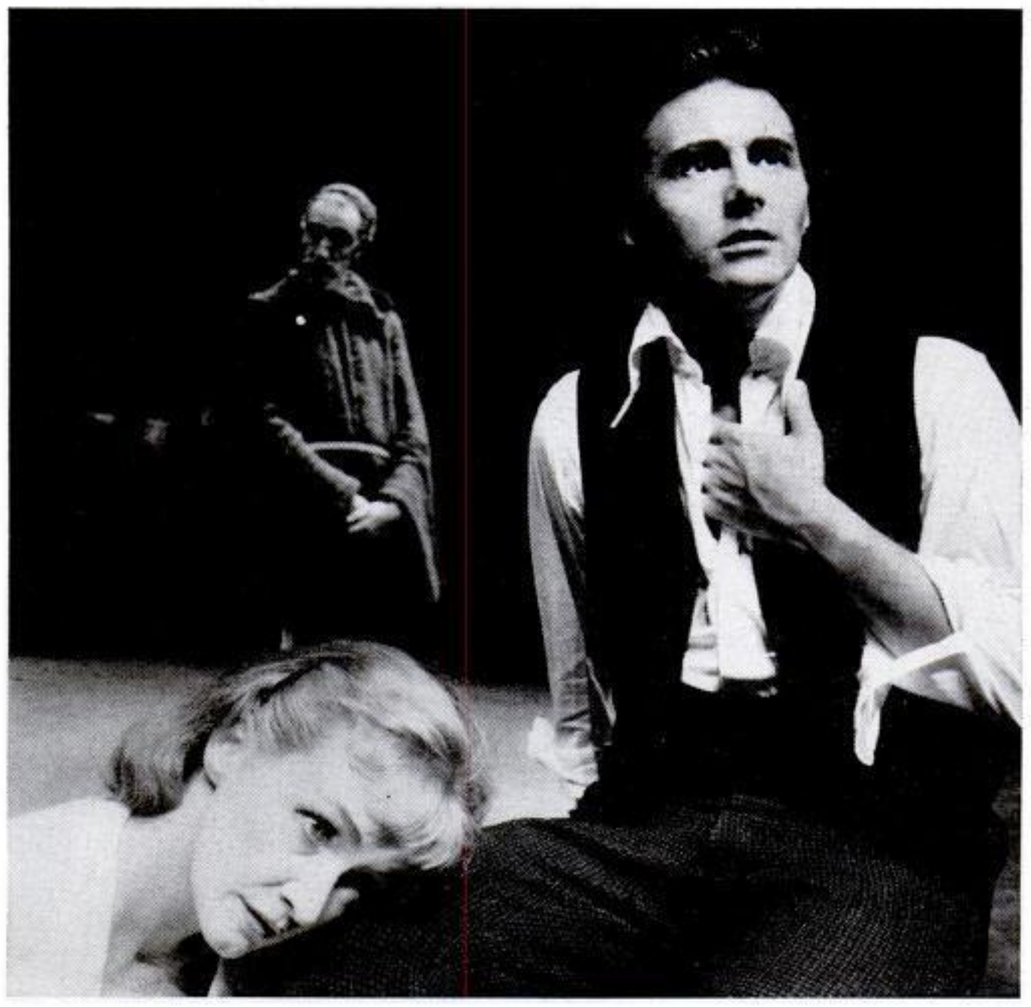
STRATFORD'S THEATER has a heraldic sundial over terrace. Audiences gather between acts on terrace and lawn to enjoy the Housatonic's river breezes.

FRIAR AND FLOOZY (ARNOLD MOSS AND PAMELA SAUNDERS) MEET IN PRISON WHERE THE DUKE, DISGUISED IN ROBE, CHECKS INTO HIS SUBJECTS' MORALS



CONTINUED

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TROUBLED SISTER AND BROTHER talk in prison. Isabella (Nina Foch) tells Claudio (Donald Harron) she could win his pardon by yielding to lecherous demands of duke's deputy, Angelo, but has refused him. Her conversation is overheard by the duke who thus learns of his leader's hypocrisy.



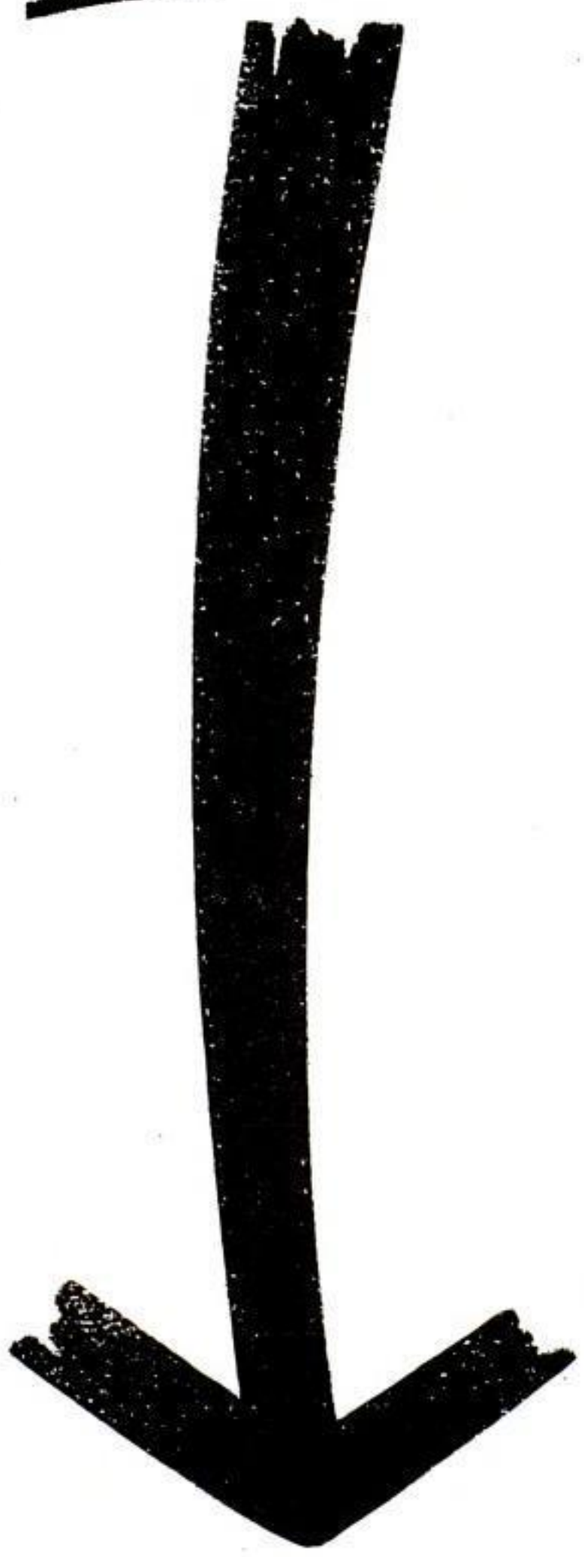
AMUSED DUKE encounters a chattery fop, Lucio (Norman Lloyd), who does not suspect his real identity. Lucio boasts that he is very well acquainted with the duke, gossips about his weakness for both women and liquor, and ends up by calling the duke "a very superficial, ignorant, unweighing fellow."



"MEASURE FOR MEASURE" is duke's verdict as he drops friar's disguise to pass judgment on deputy (Kent Smith, *foreground*) held by white-gloved provost (Morris Carnovsky). He condemns deputy to death for unjust acts. But on plea of Isabella, kneeling before him, he remits the sentence.

CONTINUED

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EVERSHARP SCHICK

'INJECTOR' BLADES

SHARP! A cinch to whisk away the toughest whiskers!

SAFE! Even the tenderest skin won't feel this smoothie!

SURE! Face-saving smoothness all day long!



20 BLADES FOR ONLY 73¢

Better Buy "COUNTESS"! It costs so little to enjoy the BEST...



- NON-RUN, warp-knit Acetate Tricot
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Hollywood Elastic Leg or Self-band. Pink, White, Blue, Maize, and Black. Sizes: 5, 6, 7, About 59c
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DEVELOP FORM • CORRECT HOOK AND SLICE!
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No ball to chase!



Groove your swing at home. Simply push in ground and hit. Woods and irons. Tough flex plastic, hardwood stock and steel spikes. Guaranteed. $1.95 at dealers or send to:
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WITH TRIGGER-QUICK AUTOMATIC
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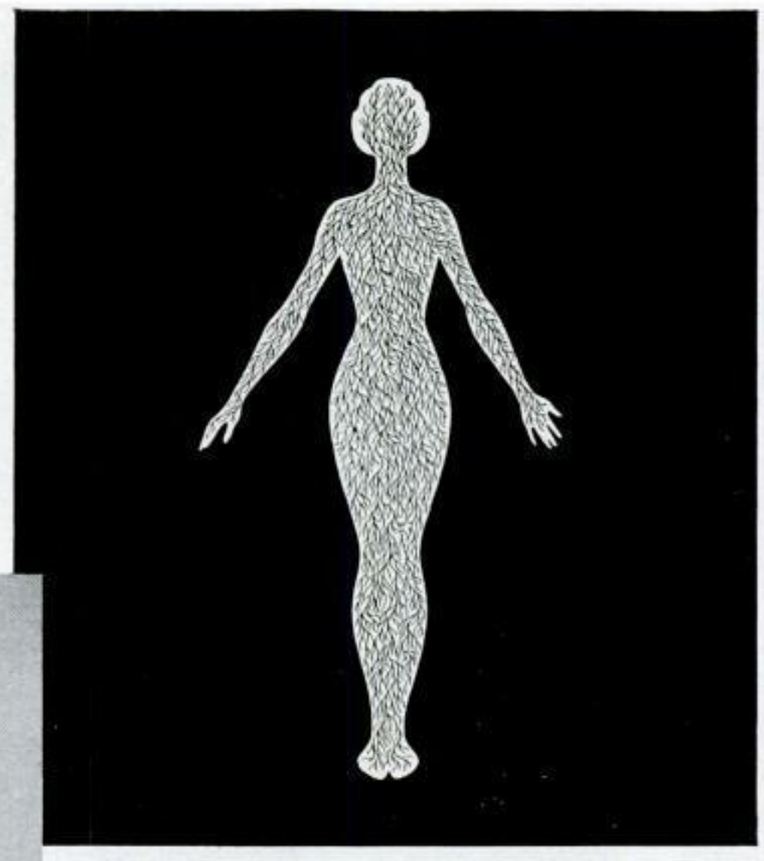
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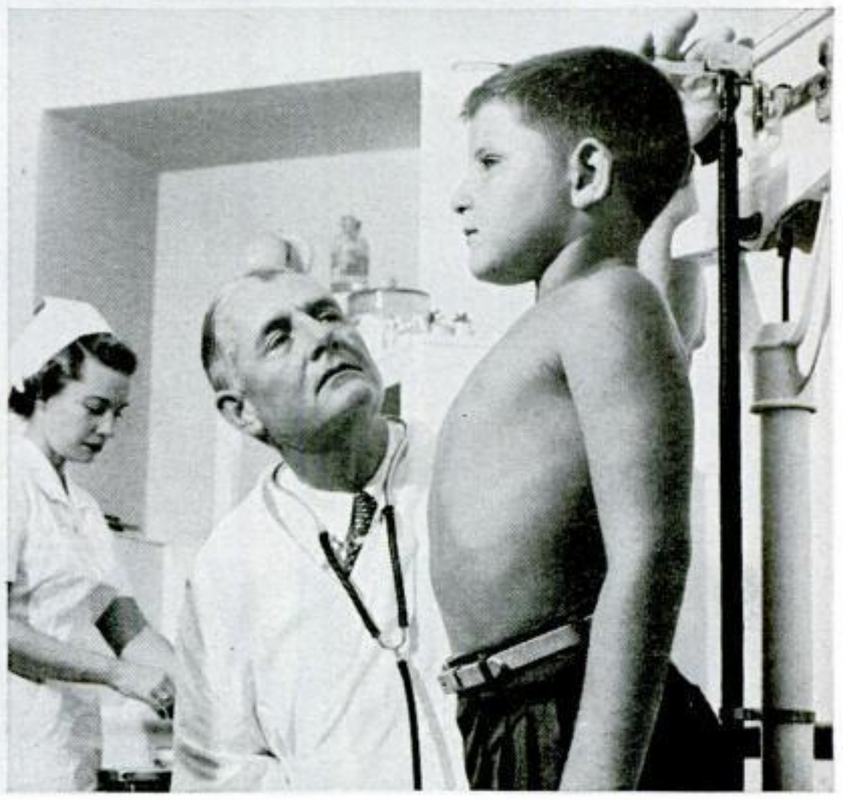
Again...the fresh orange makes nutrition headlines

The BIO-FLAVONOIDS in the meaty parts of the orange work with vitamin C to improve your basic health



1. The BIO-FLAVONOIDS in the fresh orange have an amazing effect on the capillary system. Your capillaries are a network of tiny blood vessels about 60,000 miles long. They do the vital job of feeding oxygen and nourishment to all of the body's organs and tissues and carrying waste materials away. The bio-flavonoids work to keep the capillaries *functional*.





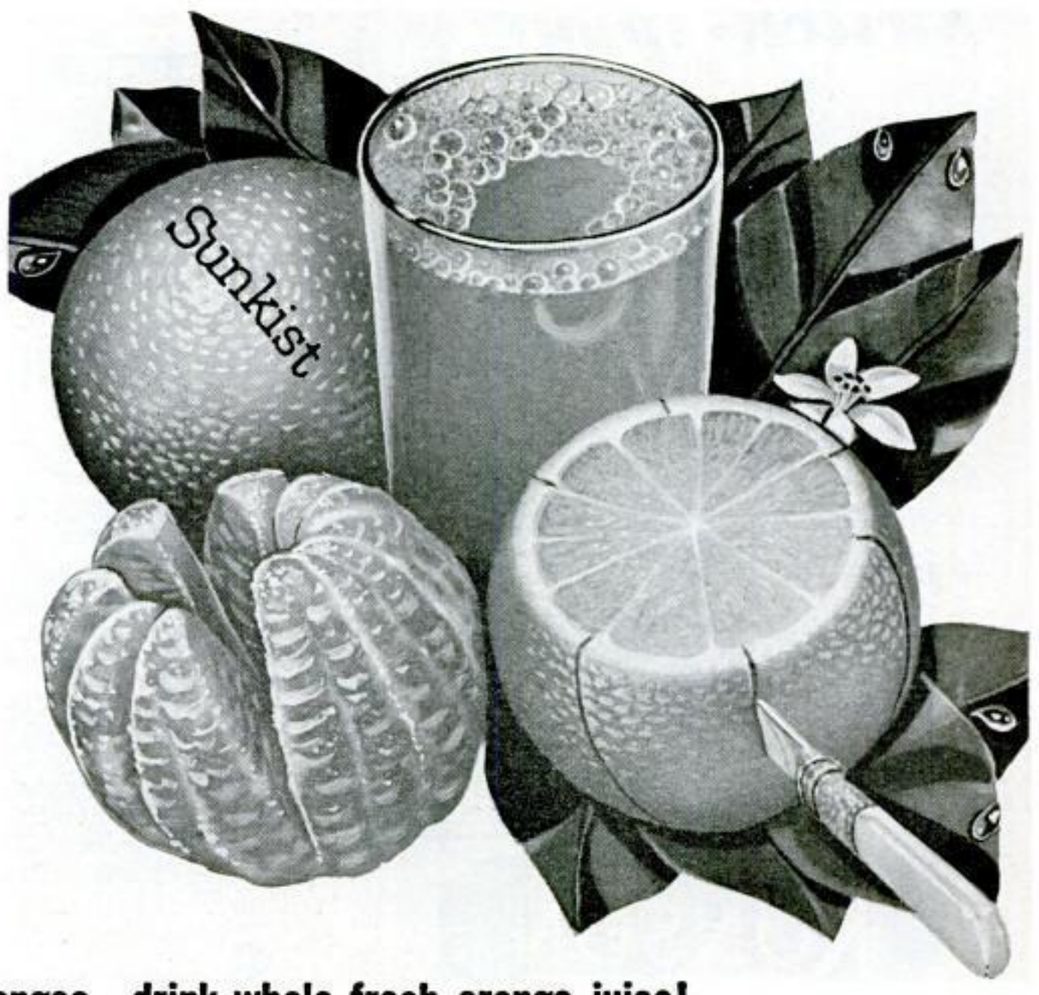
2. Teamed with vitamin C, these remarkable factors in the "meat" of the fresh orange help keep capillary walls strong, efficient. Nourishment passes quickly and easily to the body's tissues. Waste material is rapidly removed. Thus the bio-flavonoids improve your *basic* health . . . help you feel young and vigorous . . . help you ward off infection and disease.

3. Vitamin C becomes more effective. Research indicates the bio-flavonoids actually *boost* the efficiency of the vitamin C in oranges, allowing it to do a better job for children of building sturdy bones and strong muscles, sound teeth and gums, and fighting colds.



4. The bio-flavonoids are abundant in the fresh orange but *not* in processed juice. A medium-sized Sunkist Orange contains a rich supply . . . *about 1000 mgs.* And Sunkist Oranges are so reasonable in cost, your family can enjoy them daily. Nothing is easier to serve. Just *hand them out*—at meals, between meals, at TV time. When you squeeze fresh orange juice, don't strain out the solids that contain the bio-flavonoids.

5. One Sunkist Orange gives your family ten times more bio-flavonoids than an equal amount of processed juice, and ten times more protopectins, so important for digestion and regularity. High grading standards make Sunkist Oranges the finest quality money can buy...always. What other food is so healthful and delicious? Look for the Sunkist trademark on the fruit. *Insist* on Sunkist.

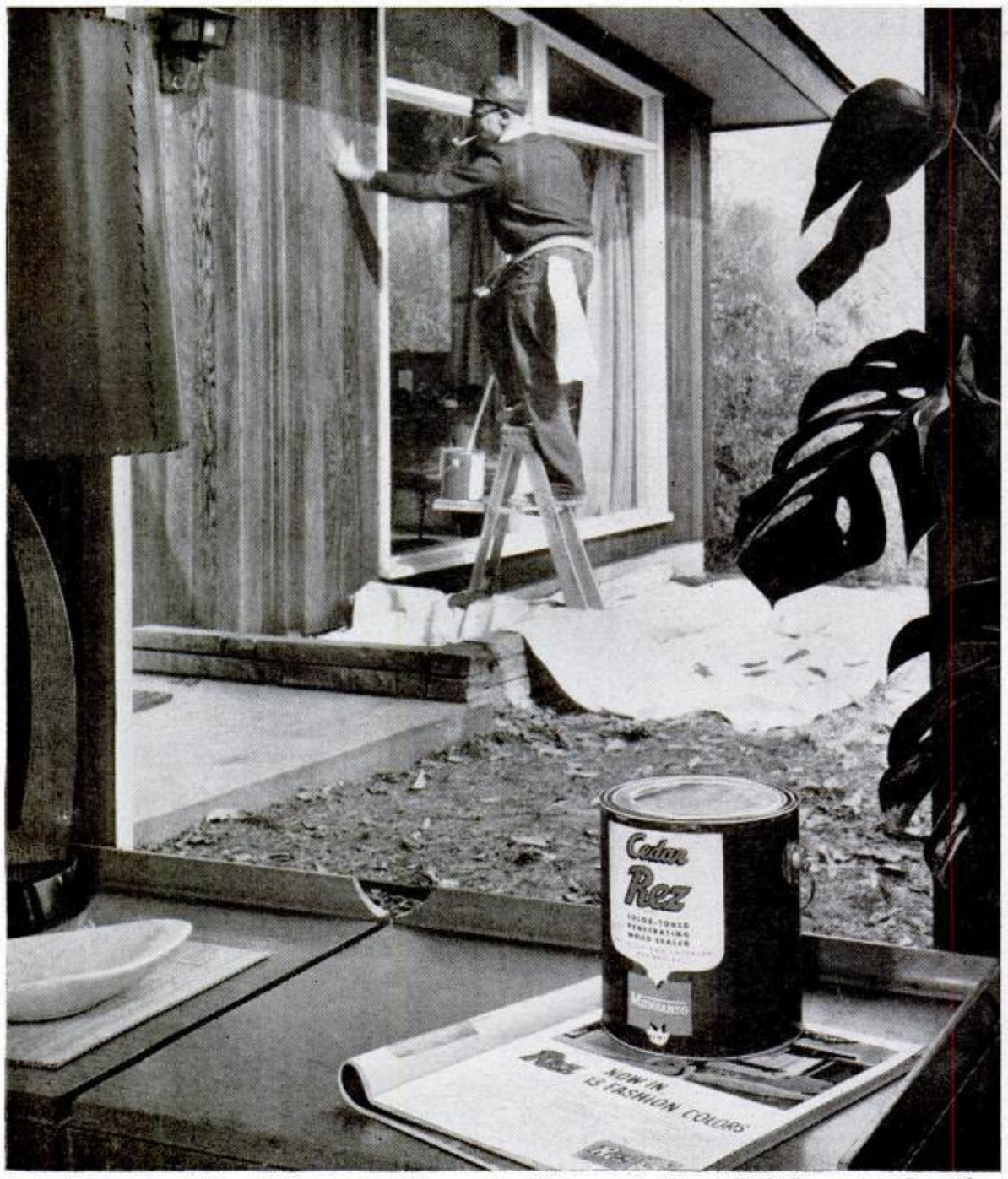


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California-Arizona Valencia Oranges • Eat whole fresh oranges—drink whole fresh orange juice!

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LOVE WOOD? You'll love Monsanto's *Rez.* Colors wood, won't hide grain. Outside, *Rez* handsomely protects; inside, brings beauty *in depth* to wood paneling, cabinetry. For full-color booklet showing the 13 *Rez* fashion colors, write: Box 291, St. Louis, Mo.

NEW

Ronsonol Switch-spout

The fastest way to fill your lighter. No tip to pierce or cut. Convenient. Spill-proof. Opens and closes at the flick of your finger.



The world's greatest lighter fuel!

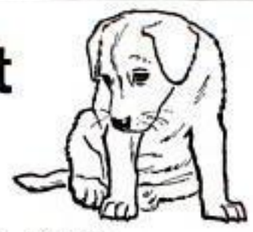
★ **Burns clean**
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Don't let worms kill your pup



To give your dog a complete safe worming at home, use a product proved effective against the *two* most frequent worms.

Large roundworms steal his food, common hookworms suck his blood. Either can kill a puppy and seriously weaken an older dog.

Eliminate *both* types of worms with Sergeant's Sure Shot Worm Capsules (Puppy Capsules for puppies and dogs under 10 lbs.). Sergeant's outsells all other worming products 2 to 1. Use twice a year and protect your dog. Only 75¢ at drug or pet counters.

Sergeant's®

SURE SHOT WORM CAPSULES



PLAYGOERS PICNIC on theater's lawn where tables are available for the customers who come early with their food baskets to dine on the river bank.



ACTORS TAKE IT EASY at dock near the theater. Nina Foch (*top*) is offered some food by John Houseman, who is director of the Stratford festival.

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Buy that new appliance with an easy mind

New dryer — home freezer — dishwasher — get the appliance you want! Don't be stopped by fear that the money will be needed later for a family health emergency. Let Mutual of Omaha "Easy Mind" insurance provide cash for so many of the inevitable health expenses that lie ahead.

Be protected, as millions are, with Mutual of Omaha, *largest company in the world specializing in health and accident insurance.*



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Enjoy the Family Show, Zoo Parade, NBC-TV, Sunday Afternoons... and Bob Considine, NBC-Radio, Sunday Evenings.

Don't Wait...Until It's Too Late...Mail Coupon NOW!

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It's *whole-family* protection! "Easy Mind" insurance helps protect you and your family against the high costs of: sicknesses, accidents, hospitalization, surgery, or resulting *loss of earning power.*

Lifetime Benefits! Mutual of Omaha will pay cash direct to you when you are unable to work, disabled by covered accident or confined at home or hospital by covered sickness, *no matter how long,* EVEN FOR LIFE!

Money to live on! You can use your benefits any way you choose. With the graduated plans available in most states, the *younger* you are when you start "Easy Mind" protection, *the lower its cost.*

Mail this coupon NOW for free information on the "Easy Mind" insurance available in your state.

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Rush me the free facts on "Easy Mind" insurance.
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Presenting The

Sunbeam Golden



For That

Luxury Shave



Carrying case shown above can also be used as a convenient wall cradle holder as shown at left



Zipper Case

Available in Two New, Smart, Practical Cases



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Sensational ALL NEW

glide SHAVEMASTER

Shaves CLOSER and SMOOTHER than Blades or other Electric Shavers

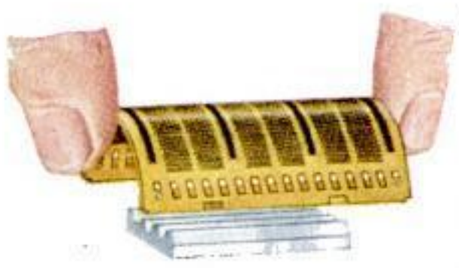


View of one of many tests conducted by America's leading independent Testing Laboratory. There were sixteen hundred eighty shaves with six different shaving instruments over months of comparative testing.

*By Actual Test** in actual independent tests conducted by ETL (Electrical Testing Laboratory)

More men chose the new SHAVEMASTER than all other brands combined. The new SHAVEMASTER was selected over a leading safety razor by well over 2 to 1

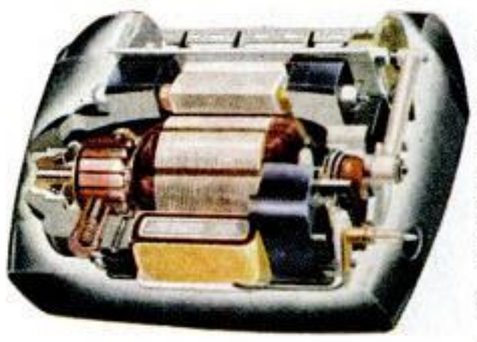
Now! An entirely new Sunbeam SHAVEMASTER—*closer, smoother, more comfortable* than any other kind of shaver. This marvelous new Sunbeam Shavemaster has the amazing big Golden Glide head, lightning fast double-action cutter, and a new, faster armature type REAL motor—exclusive features that make the new Sunbeam the finest shaving instrument available—*by actual test.*



See how the big, smooth golden glide head completely covers the "washboard type" head of ordinary clipper type shavers. Another reason why the SHAVEMASTER is so much faster and smoother.

The amazing New Golden Glide head shaves your whiskers super-close with new comfort and smoothness. The big, round head glides gently over your face pressing the skin mounds flat and allowing your whiskers to pop into the closely spaced holes. Each hole is scientifically tapered inward around its circumference so there is nothing between the cutting blade and the base of each whisker. You get the closest shave possible with amazing speed and comfort.

You shave with a gentle massaging motion that tones up your skin. The SHAVEMASTER'S big, continuous golden head lets you shave in a gentle, circular motion that gives your face a healthy, youthful glow.



Transparent view of Shavemaster showing powerful, 16-bar armature, self-starting REAL MOTOR

Super-Fast, Powerful Motor. The Sunbeam Golden Glide Shavemaster is the only electric shaver with a real 16-bar armature motor now faster than ever before.

On sale wherever Electric Shavers are sold. Ask your dealer for a 14-Day Free Home Trial.

SUNBEAM CORPORATION, Dept. 53, Chicago 50, Ill.

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Make this simple test—FEEL THE DIFFERENCE



1. Shave one side of your face with any shaver you wish...



2. Then shave the other side with the new Sunbeam Golden Glide Shavemaster.



3. **You can actually feel how much closer Shavemaster shaves**

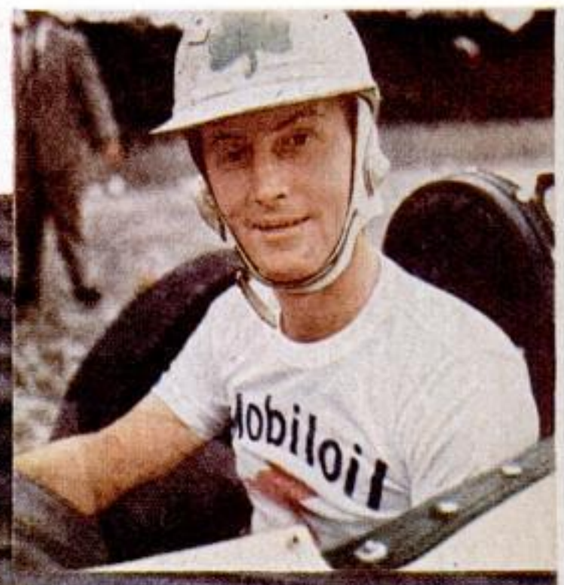
Look for the Mark of Quality

Sunbeam®
THE BEST ELECTRIC APPLIANCES MADE

*The statements made in this advertisement regarding the choice of shavers in the independent tests are substantiated by Electrical Testing Laboratories. In these tests, all major electric shavers as well as a leading safety razor were given impartial tests and the results evaluated by ETL engineers.

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PAT FLAHERTY, winner of this year's 500-mile Indianapolis race, used *Mobiloil* to safeguard his engine.
2nd, 3rd, 4th and 5th place winners also used *Mobiloil !*



DONALD CAMPBELL, in his turbo-jet "Bluebird," roars to a new world's unlimited speedboat record of 216.2 mph on Lake Mead. The "Bluebird" was protected with *Mobiloil !*



Speed kings' choice... Mobiloil!

Why accept less for your car?

Racing's mighty rough on engines.

That's why these two great champions—like so many others—used *Mobiloil* to protect their costly, super-powered engines.

Mobiloil guards all vital engine parts with an unusually tough oil film that defies scorching temperatures and high pressures—reduces frictional and corrosive wear to an amazing degree. This heavy-duty motor oil is also highly detergent . . . helps keep engines *clean*—free of harmful deposits. It helps engines run quieter, stay more powerful, be more miserly with gasoline.

* * *

Try Mobiloil in your car—you'll discover why it's the world's largest-selling motor oil.



Mobiloil—*world's largest-selling motor oil*

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LOUISIANA PURCHASE QUEEN, in 1953, Dawn greets Nixon at Purchase's 150th birthday.



MARDI GRAS QUEEN in 1955, Dawn wears the robes and crown of Hermes, ruler of the celebration.



SUGAR BOWL QUEEN in 1956, Dawn waves to 120,000 fans at the Pittsburgh-Georgia Tech game.

Festive Wedding for Three-Time Queen



THE NEWLYWED COUPLE TAKE BITE OF THE WEDDING CAKE AS MEMBERS OF WEDDING CROWD ABOUT

SOUTHERN BEAUTY MARRIES IN NEW ORLEANS

Dawn Marie Hébert of New Orleans is one of the South's prettiest girls—and has impressive credentials to prove it. She has been elected queen of three major festivals (*left*) where her beauty has been admired by thousands of Southerners. Last month 2,000 more came to admire Dawn's beauty as a bride when she married John Malcolm Duhe Jr., a 23-year-old law student at Tulane. Dawn, who is 20, is a junior at adjoining Sophie Newcomb College.

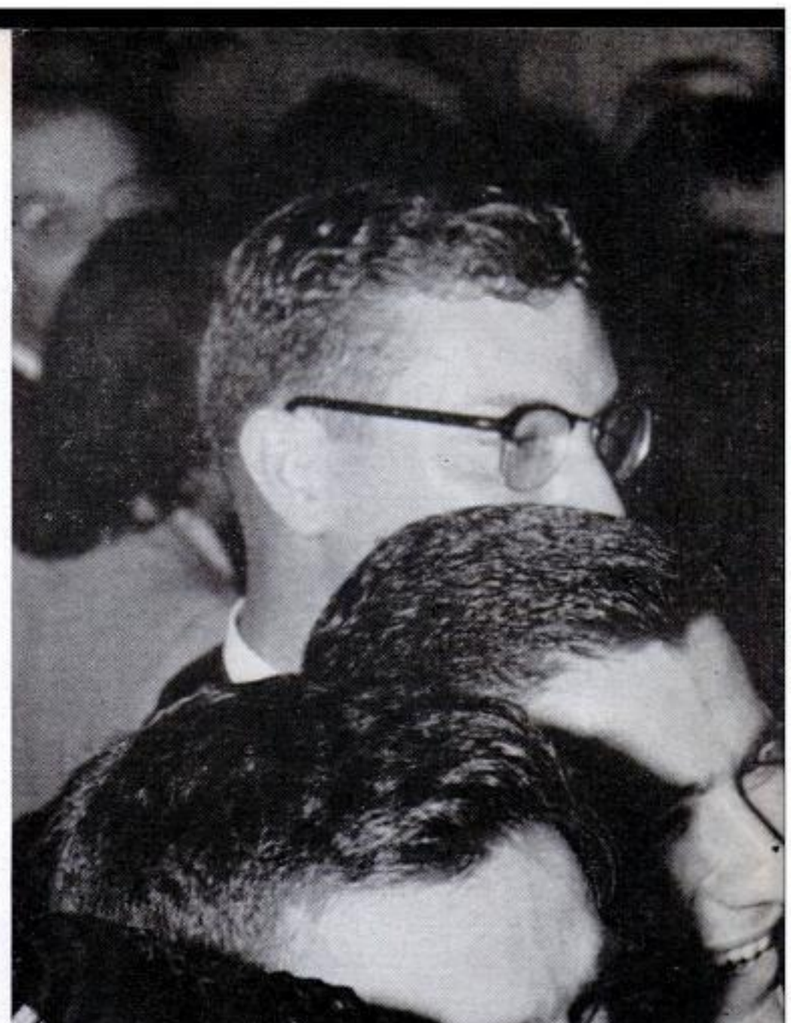
The wedding has special meaning for New Orleans. Dawn's father, Representative F. Edward Hébert, is a well-known Southern congressman. Dawn and John are of old Cajun families, descendants of the Acadians who left Nova Scotia to settle in Louisiana. Between admirers of Dawn and friends of her father the reception was gay, the receiving line three hours long, and the 220-pound cake and 600 bottles of champagne all finished at party's end.

CONTINUED 169

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APPROACHING THE ALTAR in St. Anthony of Padua, Dawn is escorted by her father to the bridegroom (*on her right*). Father Michael McNicholas waits at the altar. Ushers stand on the right.



JUBILANT FATHER is surrounded by friends and joshed by them for walking around with a bottle



YOUNG GUESTS Pat Quinn, 2 (*left*), and sisters Tara, 6, and Lisa, 4, stand in front of wedding cake.

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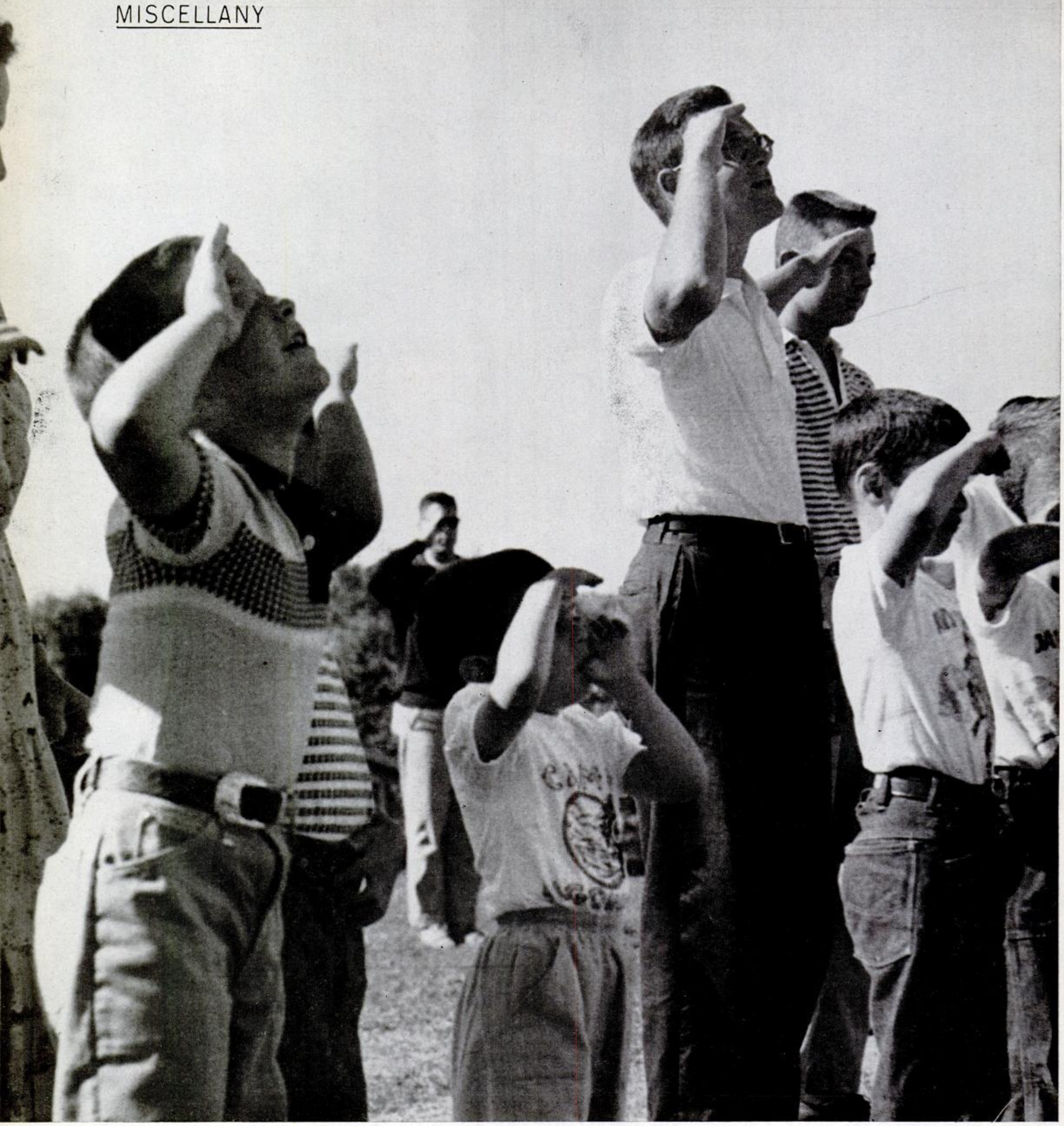
of champagne at the reception. Representative Hébert spent most of the time shaking hands with the guests, who included many of his political associates. A former New Orleans newspaper editor, Hébert was elected to Congress in 1941 after exposing scandals in the Huey Long political machine.



SLIPPING TIARA is pushed back by bride's friends. Dawn wore organza dress trimmed with lace embroidered with pearls, carried lily of the valley and orchids.



AFTER THREE HOURS IN RECEPTION LINE BRIDE STILL SMILES AT GUESTS →



THUMB UP AT SUNUP

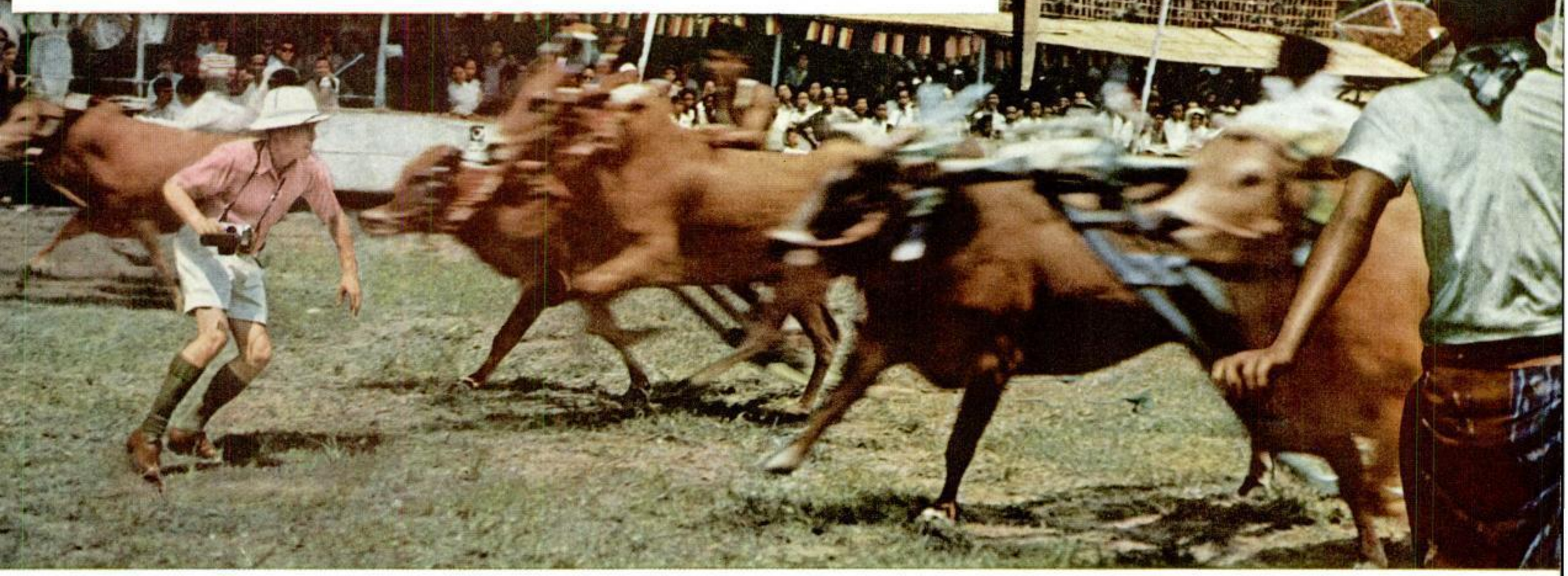
The way a doctor explained it to Herbert Goldberg's mother, thumb-sucking comes from a child's desire to feel secure, especially when he is in unfamiliar surroundings. So Mrs. Helen Goldberg, who lives in Montreal, has not worried about the habit. When 4-year-old Herbie went to summer camp at Argyle, N.Y., he found himself in a strange land and caught up in a bewildering routine. Each day began early with the flag-raising ceremony, and even though the Canadian flag was hoisted with the U.S. flag in deference to Herbie and the other Canadian campers who were present, the sleepy-eyed little boy never quite got used to the early-morning ritual and invariably gave his own two-handed version of a salute.

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Another adventure in one of the 87 lands where
Canadian Club is "The Best In The House"

Even spectators need courage for Indonesia's BEEFSTEAK SWEEPSTAKES

1. "The world's wildest bull session is the race held each September on Madura, an island off the coast of Java," writes an American friend of Canadian Club. "Driven by jockeys, yoked teams tear around a grassy square. Photographing this Bull Derby nearly made hamburger out of me. At the finish line, I saw the galloping bulls were out of control.





2. "I still don't know how I side-stepped a trampling, but the bulls swept past me and sent the spectators beyond scattering for safety. Lots of screaming, but nobody was hurt. Everybody got out of the way.



3. "I caught the winner in his hour of glory—and I mean *hour*. He harangued the crowd for at least that long, boasting of his bulls' pedigrees. Jockeys often fall among the hooves of their bovine chargers, so a winner is considered a real hero.



4. "After the pandemonium of Madura, it was pleasant to find Canadian Club in the quiet of my host's club in nearby Surabaya."

Why this whisky's worldwide popularity?.....Only *Canadian Club* has a distinctive flavor that captures in one great whisky the lightness of scotch, the richness of rye, the smooth satisfaction of bourbon. That's why no other whisky in all the world tastes quite like it. You can stay with it all evening long.....in short ones before dinner, tall ones after....."The Best In The House" in 87 lands.

6 years old · 90.4 proof. Imported from Canada.

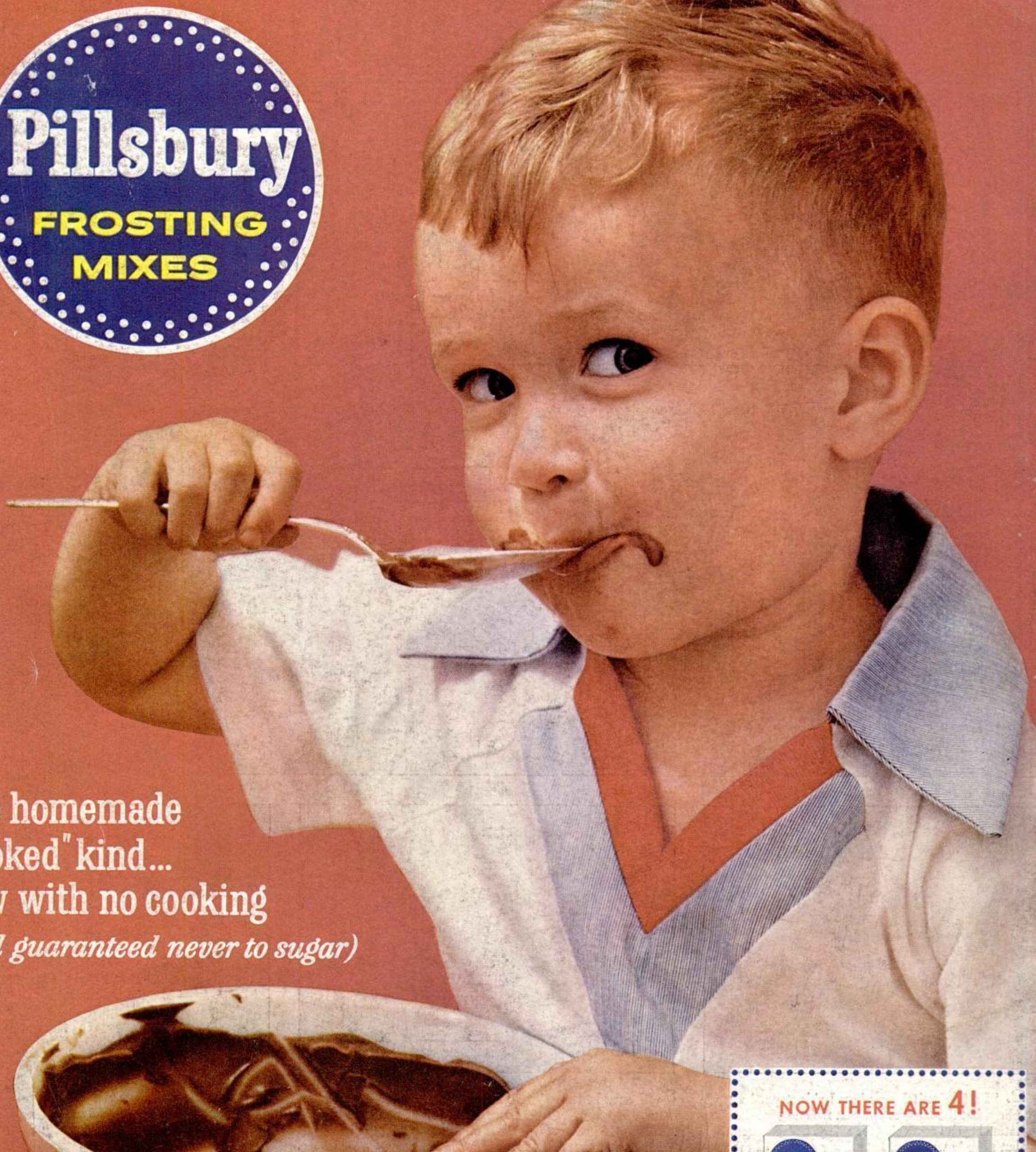
BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
SUPPLIERS OF "CANADIAN CLUB" WHISKY
HIRAM WALKER & SONS LIMITED



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FROSTING MIXES



The homemade "cooked" kind... now with no cooking

(and guaranteed never to sugar)

CREAMY FUDGE— *butter-smooth and creamy . . . rich, old-fashioned chocolate fudge flavor. You just add water and butter [or margarine].*

FROSTS AND FILLS A BIG TWO-LAYER CAKE



The Cake—Pillsbury Golden Yellow Cake Mix.

NOW THERE ARE 4!



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